NOVEMBER 8, 1954

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# BROADCASTING TELECASTING

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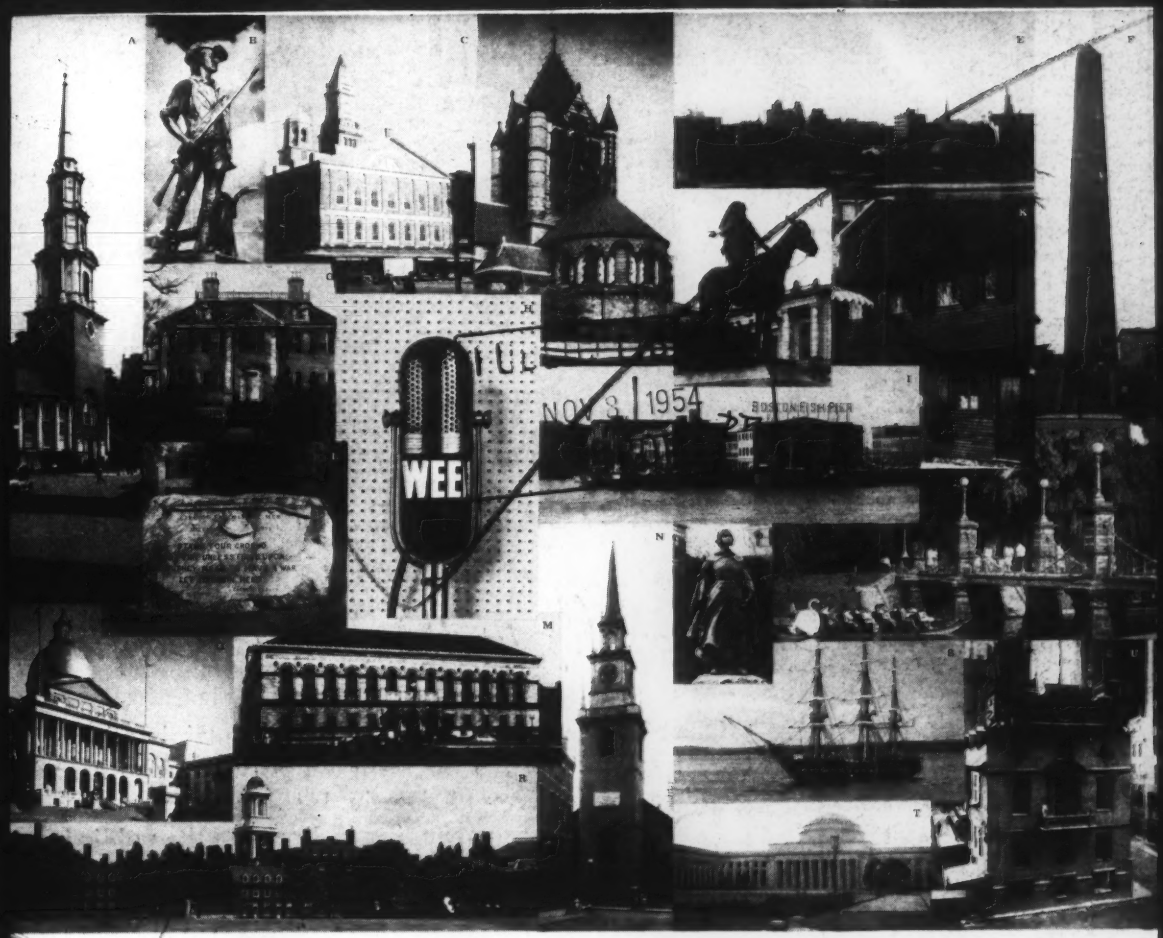


**WEEI is a Boston landmark!** In Boston, great landmarks are part of the natural setting. Any way you turn there's a symbol of the American heritage. And WEEI—now enjoying its Thirtieth Anniversary of Broadcasting—is a landmark, too. So much so that for the past five years it has remained Boston's most listened-to station...with the largest average share of audience day and night, month after month! In Boston, no other station is so attuned to Boston tastes. That's why advertisers who want to make *their* mark in the nation's sixth biggest market use the biggest attraction in Boston today...CBS Owned WEEI.

*A. Park Street Church*
*B. Concord Minute Man*
*C. Faneuil Hall*
*D. Trinity Church*
*E. Charles River Esplanade*
*F. Bunker Hill Monument*
*G. Longfellow House*
*H. The Most Listened-to Station in Boston—Represented by CBS Radio Spot Sales*
*I. Boston Fish Pier*
*J. "The Appeal to the Great Spirit"*
*K. Paul Revere House*
*L. "The Line of the Minute Men" Monument*
*M. Boston Public Library*
*N. Old North Church*
*O. The Pilgrim Maiden*
*P. The Boston Public Garden*
*Q. The State Capitol*
*R. Harvard University*
*S. U.S.F. Constitution, "Old Ironsides"*
*T. Massachusetts Institute of Technology*
*U. Old State House*

24TH year

THE AMERICAN TOBACCO COMPANY

*Traditionally in the Public Confidence*

One of the rewards of acquiring and maintaining the public confidence is loyalty. As the American Tobacco Company fulfills its trust to America's millions of smokers, so do the Havens & Martin, Inc., Stations perform a complete job in providing superior programming in line with the public interest to its loyal listeners. As a result, *WMBG*, *WCOD* and *WTVR* have built up a large and responsive audience throughout Virginia—one of the South's richest areas. Like its audience, Havens & Martin advertisers have confidence in Richmond's only complete broadcasting institution—*WMBG-AM—WCOD-FM—WTVR-TV*. Join with confidence the First Stations of Virginia for your advertising needs.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

**WMBG** AM **WCOD** FM **WTVR** TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

**WTVR Represented Nationally by BLAIR TV, INC.**
**WMBG Represented Nationally by THE BOLLING CO.**

# WBRE-TV's Overwhelming Influence

**IN JANUARY . . .**
**1,000,000 WATTS**
**2,000,000 POPULATION**
**200,000 SETS**

America's Finest network is composed of radio and television stations throughout the country whose audience acceptance in their respective service areas is particularly outstanding.

This overwhelming influence is like the protective arm of the law which guards time buyers and their clients against advertising accidents.

We are proud of our 30 years in radio and television, and we are happy to announce that on January 1, 1955, WBRE-TV (in only 24-months of operation) will be a member of the Basic NBC-TV Network.

*Engineering know-how! The best quality picture! Complete schedule of NBC shows! Outstanding local productions! A news service which covers the Northeastern quarter of the state! RCA-NBC Color! Power! Coverage! Population! Audience! Results! That's . . . . . .*

## WBRE-TV Ch. 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.


Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# 95% MORE RADIO HOMES SINCE 1940

## *1009 cities and communities are under the KRLD umbrella*

The KRLD-CBS RADIO AUDIENCE has increased 95% since 1940 . . . and continues to GROW! That's the amazing story as shown by Broadcasting-Telecasting's breakdown on Radio Families within the KRLD radio primary coverage area, or the 0.5 Mv line.

1009 smaller cities and communities are under the "umbrella" of KRLD Radio coverage according to the United States Official Postal Guide. A total population of more than three and one-half million.

Today 1,038,587 radios are tuned regularly to KRLD Radio within its primary listening area. Never before has KRLD been able to offer so much for each advertising dollar invested.

KRLD Radio blankets at ONE COST an Area in which 68 Secondary Stations are located. KRLD is the 9th largest Coverage Station among CBS 213 Radio network affiliates in the nation.

**RADIO FAMILIES**

| | |
|---|---|
| KRLD 1954 | 1,038,587 |
| KRLD 1940 | 536,686 |
| INCREASE | 491,901 |
| 1954 POPULATION PRIMARY COVERAGE AREA | 3,555,300 |

Exclusive Outlet for CBS Network Radio Programs
The world's greatest names and entertainment

**KRLD**

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, *Chairman of the Board*

Clyde W. Rembert, *President*

# closed circuit

ONE OF biggest headaches for advertising agencies placing tv national spot is rising rates of stations in metropolitan areas. Whenever major market station being used by agency hikes rates based on increased circulation, agency finds it necessary to lop off some secondary market station until budget readjustments can be made.

★ ★ ★

WHILE costs have limited public demand for color tv receivers, there's another basic reason only 14,000 sets have been made in 1954. That reason centers around apathy and thrift on part of several major set and tube manufacturers who are sitting atop their pioneering budgets while RCA, Columbia and few others proceed with costly experiments. Reluctant manufacturers feel critical problems in tube design and mass production are still unsolved, and they await engineering achievements—by other manufacturers.

★ ★ ★

TRADE TALK projecting Vitapix-Guild Films merger as new "film network" giving battle to existing networks and spot tv sales methods, is deprecated by Vitapix Chairman John E. Fetzer. He emphasizes that sole purpose is to increase spot business on member stations through organization equipped to deal through conventional sources, including advertising agencies and station representatives.

★ ★ ★

ROBERT K. RICHARDS, former administrative vice president of NARTB and since Oct. 1 Washington public relations counsel specializing in telecommunications, has been retained by reorganized Vitapix-Guild Programs as consultant.

★ ★ ★

"THIRD PARTY" who negotiated CBS purchase of WOKY-TV Milwaukee ch. 19 [B•T, Oct. 25] was Thad Holt, of Norton & Holt, broadcast consultants of Birmingham, and former president-general manager of WAPI-WAFM-TV. Option was procured at asking figure of approximately $335,000 and turned over to CBS, it's understood.

★ ★ ★

WHILE CBS hasn't yet disclosed where it intends seeking its second uhf, it's known that consideration is being given to Hartford-New Haven area. First experimental uhf operation was conducted by NBC in that area in 1950-1953.

★ ★ ★

WITH CONVENING of Senate today (Monday) to consider McCarthy censure measure, there will be activity in at least one other quarter—Interstate & Foreign Commerce Committee which has before it nomination of George C. McConnaughey as member and chairman of FCC. Comr. Robert E. Lee logically has been designated as Senate contact to marshal forces on approval of nomination. Comr. Lee, prior to his FCC appointment, was director of surveys and investigations of House Appropriations Committee and knows Capitol from sub-basement to dome.

★ ★ ★

IT WILL BE either ten days or four to six weeks duration for bi-lateral NARBA discussions between Mexico and U. S. which began Nov. 4 in Mexico City. If conferences get nowhere during first week, it's likely that U. S. delegation, headed by Comr. Rosel H. Hyde, will propose to call it quits. If, on other hand, there are indications of area of agreement which will not do violence to existing U. S. standard broadcast allocations, then sessions will proceed, probably to run into December.

★ ★ ★

POLITICKING already has begun on replacement for FCC Comr. Frieda B. Hennock, whose seven-year term expires June 30. While she's an avowed candidate to succeed herself, there's plenty of opposition. Among names mentioned are Gov. Gordon Persons, of Alabama, whose term expires Jan. 17, former operator of WSFA Montgomery; Eva B. Adams, of Wyoming, attorney and former administrative assistant to the late Sen. Pat McCarran, and Mrs. Ann Rutherford of Nashville, Tenn., executive secretary of State Funding Board and formerly staff member of Tennessee Railroad and Public Utilities Commission.

★ ★ ★

EASTCO Inc. (Clearasil), White Plains, N. Y., may be signaling industry trend with its plans, currently under consideration, to test radio spot announcements in television markets. Through Ruthrauff & Ryan, New York, Clearasil may place 13-week radio spot announcement—saturation type—campaign in four or five major television markets. Results will determine if radio or television will get more of budget next year. Test, if approved, is scheduled to start about Nov. 22.

## the week in brief


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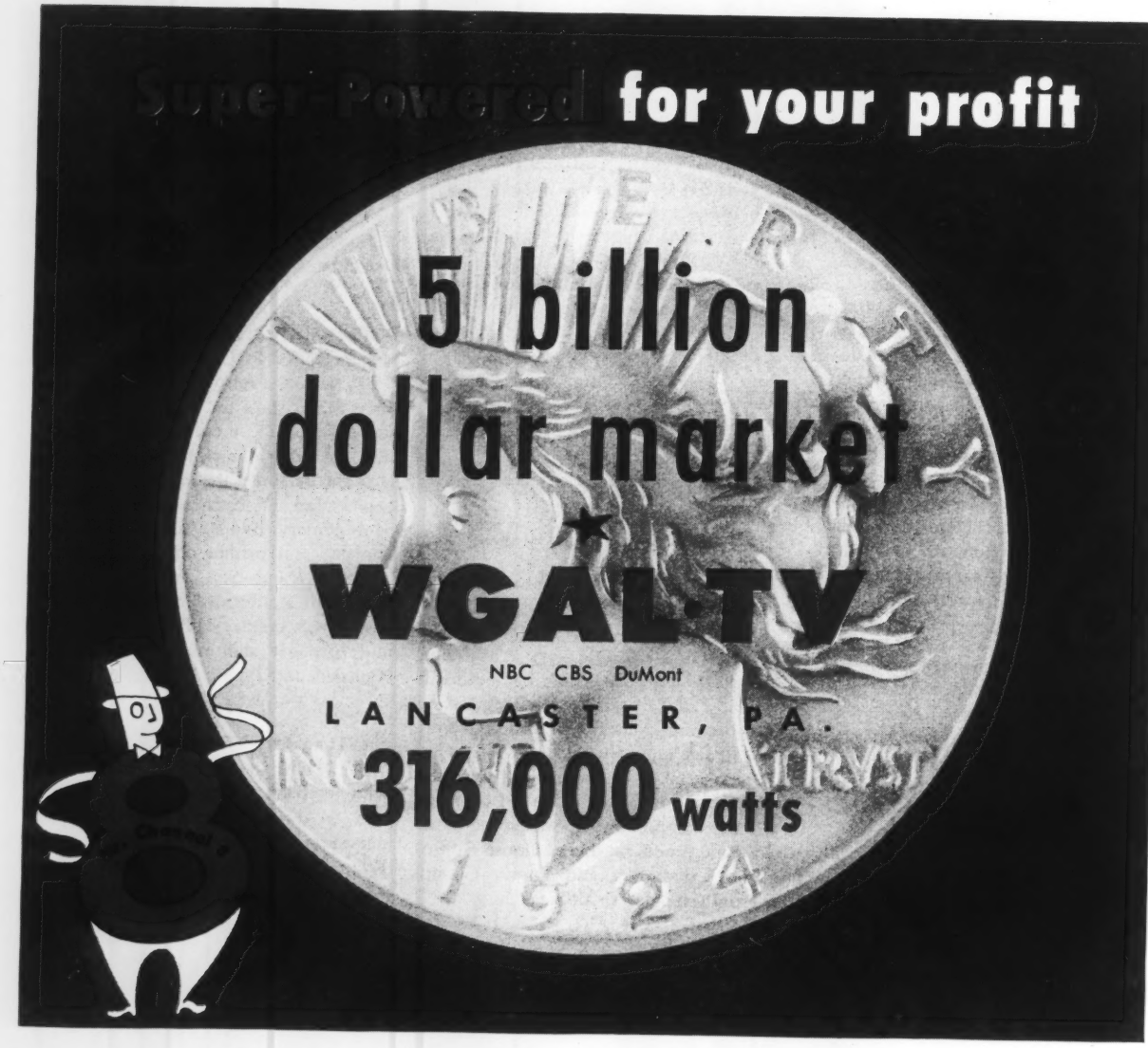
Super-Powered for your profit




# a wonderful combination!

A *rich market* with 967,300 families who have an annual effective buying income of over five *billion* dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

STEINMAN STATION
Clair McCollough, Pres.

**CHANNEL 8-LAND**

| | | |
|---|---|---|
| York | Harrisburg | Reading |
| Hanover | Lebanon | Carlisle |
| Gettysburg | Westminster | Martinsburg |
| Chambersburg | Hagerstown | Pottsville |
| Frederick | Sunbury | Lewisburg |
| Waynesboro | Lewistown | Shamokin |
| Hazleton | Lock Haven | Bloomsburg |

*Representatives:*

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

# at deadline

## Speedy Confirmation of McConnaughey Sought by Bricker, 'Lifelong Friend'

NOMINATION of George C. McConnaughey as member of FCC will be submitted to Senate today (Nov. 8), and Senate Interstate & Foreign Commerce Committee will hold open hearing on confirmation tomorrow, Sen. John W. Bricker (R-Ohio), committee chairman, announced Friday. (See earlier story, page 48.)

President Eisenhower already has appointed Mr. McConnaughey chairman of FCC, but only membership—not chairmanship—is subject to Senate approval.

Sen. Bricker said he set hearing tomorrow because he wanted to be present. Next day he will leave for Australia with Joint Congressional Atomic Energy Committee and will not return until late December.

In statement Sen. Bricker said he was lifelong friend of Mr. McConnaughey and, while governor of Ohio, appointed Mr. McConnaughey to state public utilities commission. Sen. Bricker also pointed out that Senate had already confirmed Mr. McConnaughey once for high federal post—membership on Renegotiation Board, of which he became chairman, leaving to take FCC appointment.

Confirmation hearing tomorrow will be held at 10 a.m. in room G-16 of Capitol.

One new face is expected on Senate Commerce Committee when McConnaughey nomination goes before that group tomorrow for hearing. Last week Nebraska's GOP Gov. Robert Crosby said he is designating Mrs. George P. Abel (R-Neb.) to fill unexpired Senate term of late Sen. Dwight Griswold, which ends Jan. 3.

Since Mrs. Abel was elected Tuesday to replace Sen. Eva Bowring (R-Neb.), who has been serving unexpired term under appointment, Republican action to place Mrs. Abel in Senate Commerce Committee seat left vacant by Sen. Bowring can be expected.

Although Nebraska voting results are not certified until Nov. 22, Gov. Crosby said he is designating Mrs. Abel to serve in special Senate session on strength of returns which elected her last Tuesday.

## C. H. Topmiller Elected Head of WCKY Cincinnati

C. H. (Top) TOPMILLER, executive vice president and station manager of WCKY Cincinnati, last Friday was elected president and general manager, succeeding late L. B. Wilson, who died Oct. 28 of heart attack. Board meeting was held at Miami Beach, Fla.

Thomas A. Welstead, eastern sales manager, was elected vice president and will continue to headquarter in New York. Jeanette Heinze, executive secretary of Wilson Co., was elected corporate secretary, and Mrs. Constance F. Wilson, of Miami Beach, widow and principal heir, was elected treasurer. All officers, veteran employes of WCKY were bequeathed stock and were elected to board of directors.

Mr. Topmiller said WCKY will continue to operate under policies established by Mr. Wilson. He announced also that company "intends to prosecute its ch. 10 application with utmost vigor in keeping with Mr. Wilson's expressed wishes as a resident of Miami Beach."

Wilson estate was understood to be in excess of $1 million. Mrs. Wilson and Miami Beach First National Bank were named executors.

## WCOL Names Spencer

WILLIAM H. SPENCER appointed station manager of WCOL Columbus, Ohio. Roy Marsh, acting manager, will stay with WCOL in his former capacity as account executive. Appointments announced by John Pattison Williams, executive vice president of Air Trails Networks which, in addition to WCOL, operates WING Dayton, WIZE Springfield and WCMI Ashland, Ky. Mr. Spencer formerly served at WDWS Champaign, WIRE Indianapolis, and WIZE Springfield.

## Cadillac Boosts Budget

CADILLAC MOTOR CAR DIV., General Motors Corp., will increase 1955 advertising budget 21% to $8 million, J. M. Roche, general sales manager, has announced to Chicagoland dealers. Firm signed last week for national saturation group plan instituted by John Blair & Co., station representative, to advertise new car line (see separate story). Cadillac radio-tv budget earlier was pegged at $250,000 for 1954-55 and it was not immediately learned whether broadcast media would be increased [B•T, Oct. 4].

## View-Master Buys Spots

SAWYER's Inc., Portland, Ore., for its View-Master, 3-D story reels for children, buys Nov. 17 and 30, Dec. 9 and 14 participations on NBC-TV's *Home* show (seen Mon.-Fri., 11 a.m.-noon EST). Agency: Carvel, Nelson & Powell, Portland.

### PROTESTS HELP

CBS-TV affiliation renewal with KHOL-TV Holdrege, Neb., for two years effective Feb. 2, 1955, reported Friday by Duane Watts, station manager, as aftermath of some 80,000 communications in protest to announcements last Monday that 21 network programs would be dropped early next year.

Letters and phone calls poured in last week from chambers of commerce, civic groups, service organizations, local merchants and viewers, with drive spearheaded by South Platte United Chambers of Commerce and other chamber groups in central Nebraska. Demonstrations in Holdrege and Kearney also reported.

## • BUSINESS BRIEFLY

**INSURANCE NEWSCAST** • Bankers Life & Casualty Co. (White Cross hospital plan), Chicago, signs to sponsor *Paul Harvey-News* on ABC Radio, Sun., 10-10:15 p.m., effective Jan. 2, but possibly with program re-named to avoid confusion with Beltone Hearing Aid Co.'s sponsorship of program on same network Sun., 6:15-6:30 p.m. Bankers Life agency: Grant, Schwenk & Baker, Chicago.

**FLAKO TO DURSTINE** • Flako Products Corp., New Brunswick, N. J., names Roy S. Durstine Inc., N. Y., as advertising agency for its products, including Flako pie crust mix, Flako cupcake mix, Flakorn corn muffin mix, Flako popover mix, Flako biscuit mix and Flako cookie mix.

**MERCURY TO PROMOTE** • Mercury cars, through Kenyon & Eckhardt, New York, to promote new 1955 model will use spot campaign in more than 400 radio markets and half-dozen television stations, with varied starting dates between Nov. 22 and Dec. 2. All contracts will run through Dec. 18.

**NESCAFE EXPANDS** • Nestle's Nescafe coffee, through Bryan Houston Inc., New York, which placed saturation spot campaign on West Coast on Oct. 25, is expanding list to include nine Midwest radio markets, starting early this month. Contracts run through Dec. 12.

**CARTER'S USING 40** • Carter's Little Liver Pills, through Ted Bates Inc., New York, using television spot announcement campaign in about 40 markets, starting early in November. Schedule runs through March.

**KRAFT PLANS** • Kraft Foods, through J. Walter Thompson Co., Chicago and New York, has decided to sponsor *Space Cadets* for its child show, but has not yet picked television network or time period. NBC-TV Saturday morning time, which that network plans to open, is among spots considered.

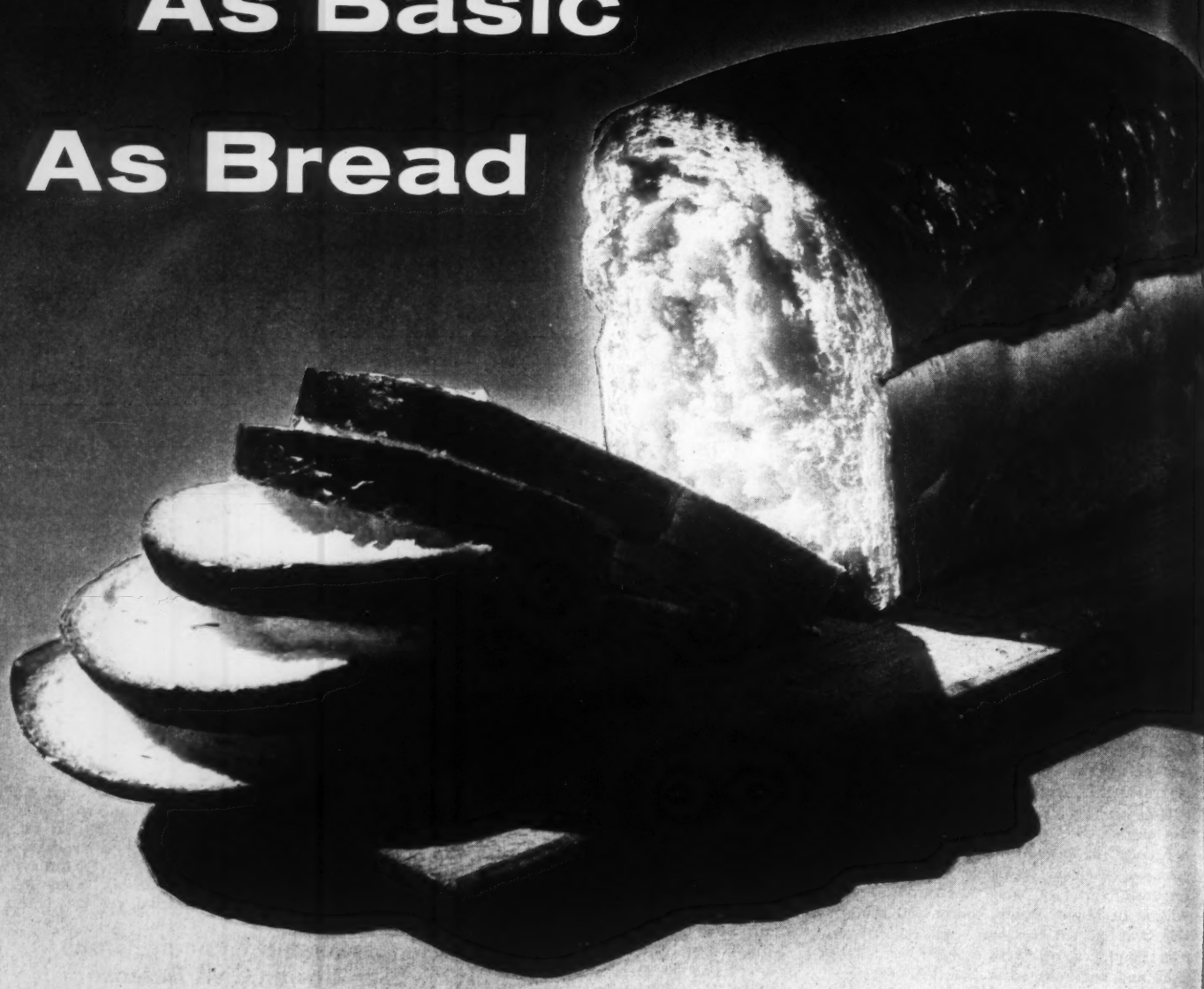
## Censorship Planning Group Set Up for Civil Defense

ESTABLISHMENT of government war-time censorship planning committee was announced last week by National Defense Mobilizer Arthur S. Flemming. Committee is headed by retired Army Lt. Gen. Willard S. Paul, ODM assistant director. Committee was established, Gen. Paul said, to study problem of censorship during national emergency. ODM is White House agency for preparedness planning, he pointed out, and censorship is one of these activities.

Acknowledging effectiveness of World War II voluntary censorship, under leadership of Byron Price, Gen. Paul said he was sure government "would carry on the voluntary system." Gen. Paul is author of Army's present-day personnel classification system, served as Army General Staff G-1 following World War II service as Yankee Division commander.

Initial membership of censorship committee will include representatives of such government agencies as State, Treasury, Defense, Justice, Commerce, Post Office, Civil Defense, FCC, Central Intelligence, and others, Gen. Paul said.

# As Basic As Bread



It's a fact! WJBK-TV is as basic to your advertising budget as bread is to the nation's table! Get the biggest slice of the sales in the rich midwest industrial area with WJBK-TV's commanding Channel 2 dial position, top CBS and local programs, 1,057 foot tower and 100,000 watt power.

**WJBK-TV**
**DETROIT**

*Represented Nationally by THE KATZ AGENCY*

A STORER STATION

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

# at deadline

## AAAA Eastern Conference Includes Radio-Tv Panel

RADIO-TV panel slated for first day session of Nov. 22-24 agenda of American Assn. of Advertising Agencies' eastern annual conference at Roosevelt Hotel, N. Y.

Panel speakers on broadcast media are Edgar Kobak, station owner, business consultant and president of Advertising Research Foundation on "Radio: Very Live in '55"; Rodney Erickson, vice president, radio-tv account planning, Young & Rubicam, on "Around The World With Script and Stopwatch," and John F. Devine, J. Walter Thompson, on "1955 Talent Union Problems and Predictions." Color tv production workshop also will be held that afternoon.

Convention gets underway Nov. 22 morning with Hal Davis, vice president, Kenyon & Eckhardt, speaking on "Today's AAAA Public Relations-Publicity Department." John Sasso, vice president, G. M. Basford, also will talk on public relations. Case histories will be given on campaigns for new products, test marketing, community relations, radio-tv show promotion and other facets. Among panel members to discuss public relations: Howard Johnson, vice president, Cunningham & Walsh; Frank Brill, vice president, Cecil & Presbrey; Frank Leonard, public relations director, Campbell-Ewald; Richard Fehr, vice president, Doherty, Clifford, Steers & Shenfield.

Meeting on media to be held Tuesday afternoon with Adrian Murphy, CBS Radio president, handling radio segment, and Ted Bergmann, DuMont's managing director, taking tv session. General meeting same afternoon will be chairmanned by Donald K. Clifford, president, Doherty, Clifford, Steers & Shenfield, with speakers: William R. Baker Jr., board chairman, Benton & Bowles; David Ogilvy, president, Ogilvy, Benson & Mather, and Charles H. Brower, executive vice president, BBDO.

Management sessions fill Wednesday morning agenda. Harold Reingold, president, Reingold Co., will chairman session for agencies with billings up to $2 million; Robert Daiger, executive vice president, Van Sant, Dugdale, for agencies $2 million to $10 million; John P. Cunningham, executive vice president, Cunningham & Walsh, for agencies over $10 million. Among subjects to be discussed will be tv commercials. Management luncheon Wednesday will be addressed by Richard N. Heath, executive vice president, Leo Burnett Co.

## Praise From Queen Mother

PROGRESS of communication, including radio-tv, was complimented Friday by Queen Mother in comments at radio-tv-press reception at Washington's Hotel Statler. Welcome included tribute by Ruth Crane, director of women's activities at WMAL-TV there and president of American Newspaper Women's Club. Her Majesty said in part: "Certainly no country has developed the technical machinery of the press—including communications, radio, television and the newsreels—to a greater perfection than you have. It is not the least of the many common traditions of our two countries that we share this precious freedom of communication and ideas."

### EARLY BIRD

THOUGH projected radio-tv spot campaign for Cats Paw Rubber Co. is four months away, S. A. Levyne Co., Baltimore agency, is asking availabilities already in letter to representatives.

Sidney A. Levyne, agency president, told B•T he is lining up availabilities well in advance of campaign to obtain best possible time and to allow for preparation of printed material to be used in merchandising campaign. Spot campaign expected to be based on 13-time schedule.

## NBC Spot Sales Plans New Advertising Campaign

NEW advertising campaign for NBC Spot Sales to be launched in near future in trade and general press, officials disclosed Friday at third annual meeting of publicity, merchandising, and promotion managers of stations represented by NBC Spot Sales.

Winding up two-day meeting, held in New York, 50-man group also developed total of 32 points dealing with improvement of promotion, publicity and merchandising operations during coming year. Thomas B. McFadden, director of NBC Spot Sales, was in charge. Hamilton Shea, general manager of WRCA-AM-TV New York, was principal Friday speaker (see earlier story page 77).

## NARTB District 12 Urges Industry Meeting Study

AT closing session of NARTB District 12 (Kan., Okla.) in Ponca City, meeting joined other districts in calling for study of industry meeting problem. Resolution pointed out that multiplicity of meetings makes heavy demands on management time and called for inquiry into whole problem. Other resolutions followed usual pattern of 1954 NARTB meetings (early story page 37).

G. Pearson Ward, KTTS-TV Springfield, Mo., speaking on "Televisionitis," reviewed economic problems facing stations.

## RCA Ships Transmitter

RCA reports shipment Nov. 3 of 25 kw transmitter to KTVK (TV) Phoenix (ch. 3) and power increase from 1 to 12.5 kw on Oct. 29 by WTVP (TV) Decatur, Ill. (ch. 17).

### UPCOMING

**Nov. 8: Texas Assn. of Broadcasters, Rice Hotel, Houston**
**Nov. 8: New Jersey Assn. of Broadcasters, Essex House, Newark**
**Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York**
**Nov. 9: Maine Assn. of Radio-Tv Broadcasters, Eastland Hotel, Portland**
**Nov. 10-13: Sigma Delta Chi, Columbus, Ohio**

*For other Upcomings see page 129*

## PEOPLE

**EDWARD B. O'BERST,** research analyst, CBS Radio Spot Sales, New York, appointed assistant director of research, replacing **VINCENT MEADE,** who has been appointed account executive for organization.

**ERNEST LUKAS,** formerly producer-director at WGN-TV Chicago on *They Stand Accused* and other programs, to Kling Film Productions, same city, as director.

**LEONARD E. HAMMER,** Adam Young Tv Corp., to MCA Tv Ltd., N. Y., as salesman.

**WILLIAM J. MURRAY,** CBS Radio Spot Sales, to H-R Television Inc., N. Y., on sales staff.

**EDMUND A. LAPORT,** formerly chief engineer, RCA International Div., named to research and engineering staff, RCA, as administrative engineer, communications.

## Witness Denies Knowledge Of Any Lamb Contributions

EDWARD LAMB never contributed to Toledo Communist Party to knowledge of Paul Prosser, ex-party official who testified under further cross examination Friday in FCC license renewal hearing on Mr. Lamb's WICU (TV) Erie, Pa. (early story, page 62).

Mr. Prosser Thursday recalled Mr. Lamb's name on 1939 list of those to be "touched" for funds. Friday, witness said list was not limited to party members and he didn't know if Mr. Lamb ever was solicited.

Witness said he never heard of term "must list" of those to be contacted. Earlier, William Garfield Cummings testified Mr. Lamb's name was on "must list." Mr. Prosser said Mr. Cummings' had "bad" reputation in Toledo for telling truth.

Testimony conflicting with another earlier Broadcast Bureau witness, Ernest Courey, also was given Friday by Mrs. Lourine King. She said she "joined" party for short time in 1940 to help Mr. Courey make reports on activities. Mr. Courey said he was private detective. Hearing resumes Tuesday before Examiner Herbert Sharfman.

## CBS Shifts Foreign Staff

SHIFTS of CBS' foreign correspondents in overseas news-gathering expansion announced Friday by Edward P. Morgan, news director. London and Paris offices obtain their second CBS news correspondents while Paris and Rome each gain staff cameraman. Alexander Kendrick, former Vienna correspondent, joins CBS' chief European correspondent, Howard K. Smith in London; Blair Clark, who covered Geneva, Brussels and London conferences, teams with David Shoenbrun in Paris, and Paul Niven of London bureau, moves to Washington, D. C. Cameraman added: Joseph C. Falletta, veteran Hollywood and Italian film cameraman, to Rome, where CBS newsman Bill Downs reports; George Markan, film shooter for 15 years in France, to Paris office.

## KBAY-TV Transfer Asked

APPLICATION for transfer of ch. 20 KBAY-TV San Francisco from Lawrence Harvey to Dr. and Mrs. Leonard Averett was filed with FCC Friday. No consideration is involved, application said. Dr. Averett is San Francisco physician and surgeon. Station received grant March 1953, holds STA for commercial operation granted Sept. 15. KBAY-TV CP expires Nov. 11. Mr. Harvey, at one time, also owned ch. 24 KPIC (TV) Salem, Ore., but returned grant early this year.

west virginia's
greatest
advertising medium

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5000 on 580

the tierney
company

charleston
west virginia

cbs

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**BROADCASTING* TELECASTING**

THE NEWSWEEKLY OF RADIO AND TELEVISION
*Published Every Monday by Broadcasting Publications Inc.*

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* John Osbon, *Midwest News Editor;* Barbara Kolar.

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

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*Reg. U. S. Patent Office

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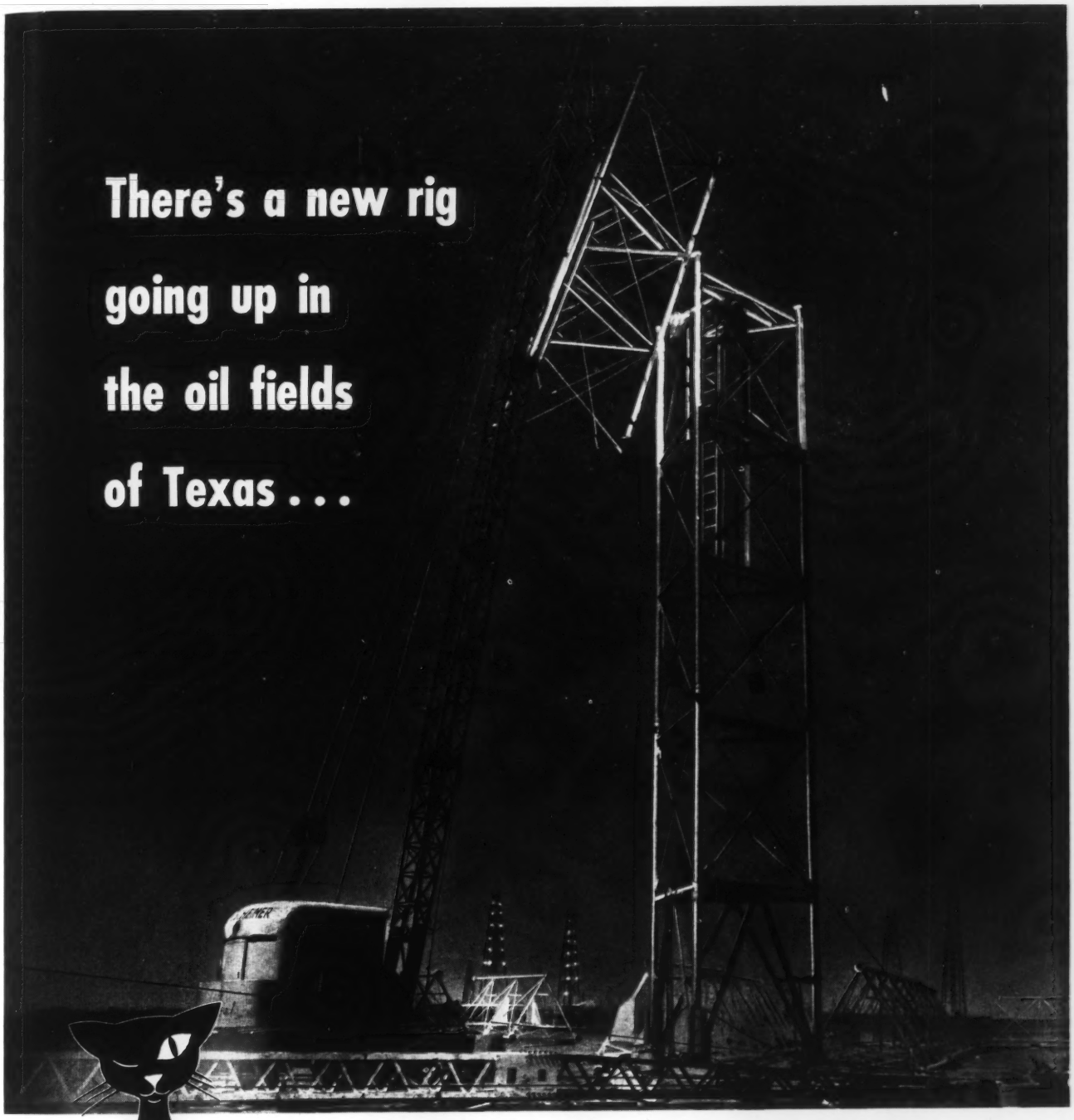


. . . KTRK-TV's new 1,000-foot tower for Channel 13, Houston. We'll be ready in November to offer advertisers a new source for rich returns from a tried and true field. There's a cat in the picture . . . not a wildcat, but a likeable little black kitten who is destined to become one of the famous trademarks of the Southwest. He is already flooding the area in a dozen different promotional campaigns that are making Channel 13 the talk of the great Houston market.

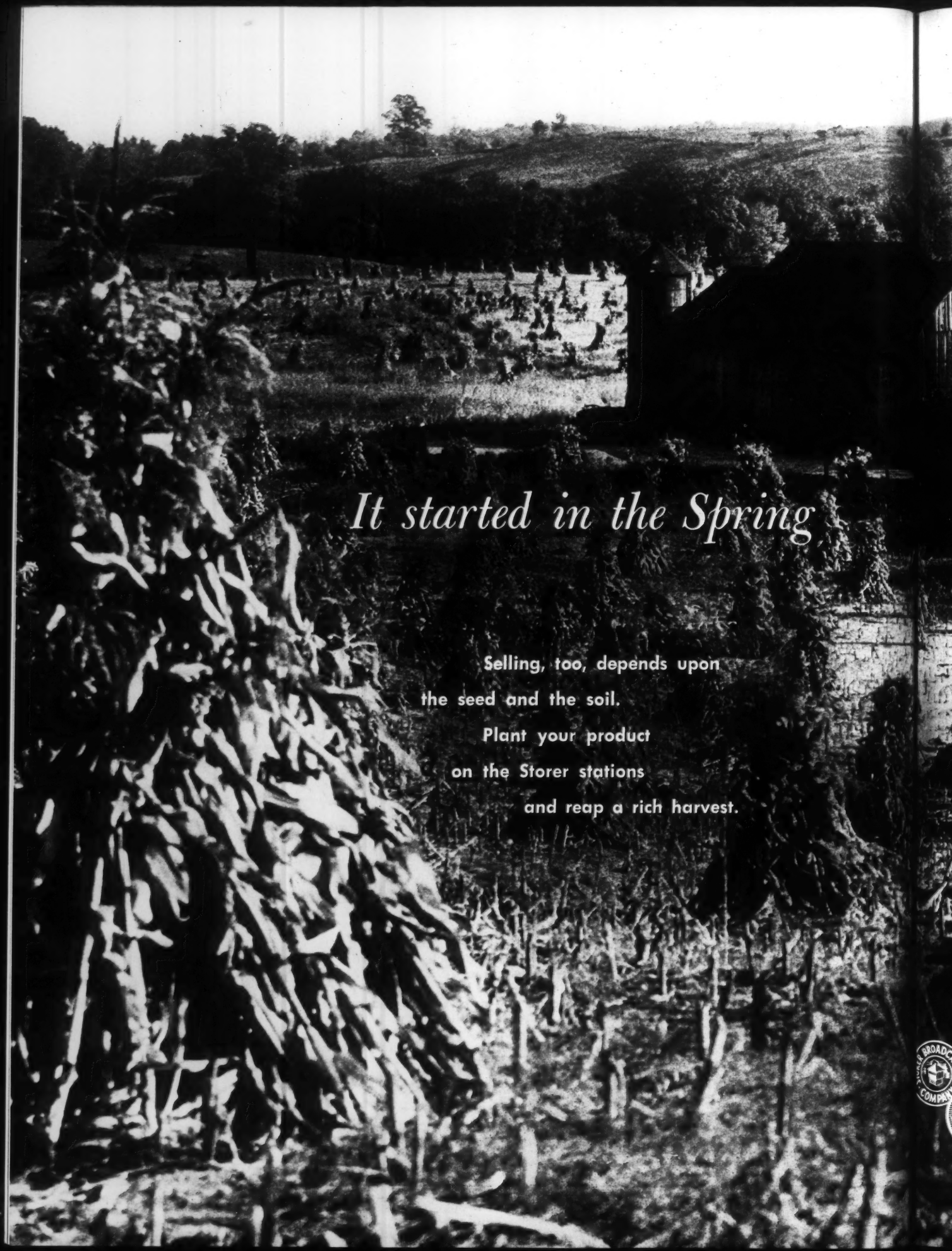
**KTRK-TV, The Chronicle Station, CHANNEL 13**

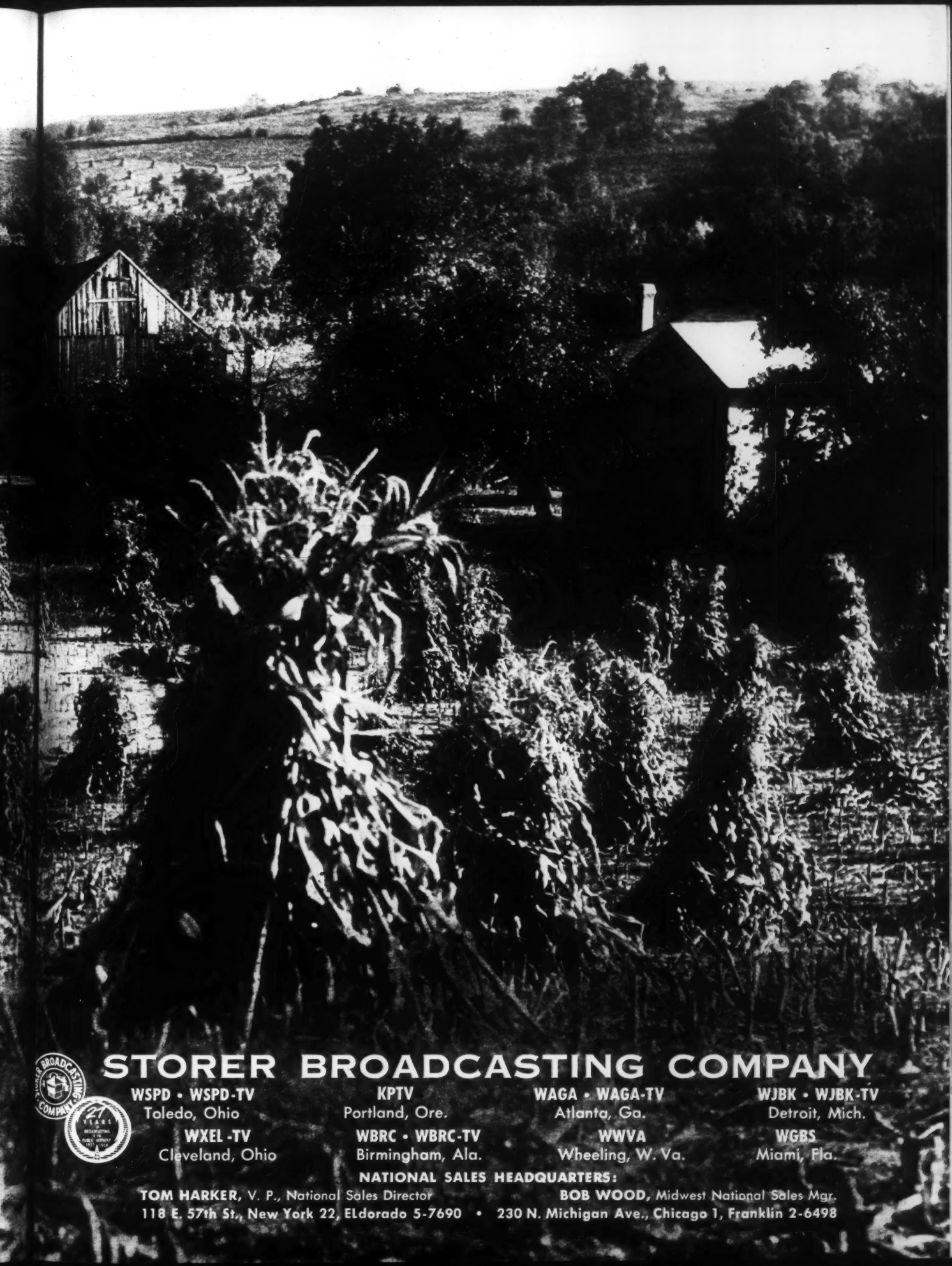
**P. O. Box 12 • Houston 1, Texas**

National Representatives: BLAIR-TV—150 E. 43rd St. New York 17, N. Y.

Houston Consolidated Television Co: General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett

Basic ABC


It started in the Spring
Selling, too, depends upon
the seed and the soil.
Plant your product
on the Storer stations
and reap a rich harvest.



# STORER BROADCASTING COMPANY

**WSPD • WSPD-TV**
Toledo, Ohio

**WXEL-TV**
Cleveland, Ohio

**KPTV**
Portland, Ore.

**WBRC • WBRC-TV**
Birmingham, Ala.

**WAGA • WAGA-TV**
Atlanta, Ga.

**WWVA**
Wheeling, W. Va.

**WJBK • WJBK-TV**
Detroit, Mich.

**WGBS**
Miami, Fla.

**NATIONAL SALES HEADQUARTERS:**

**TOM HARKER,** V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690 •

**BOB WOOD,** Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

*nothing's too good for that wonderful, wonderful greater*

**WHEELING**

*audience!*

Yes Sir, the best is none too good for the WTRF-TV audience. That's why 26 new programs made their PREMIERES and 40 old favorites have returned to WTRF-TV. Advertisers realize a whale of a selling job is being done on Wheeling's BIG station—backed up by hard hitting promotion and merchandising. Although we are practically SRO at night some choice day times are still available. Call Hollingbery or Wheeling 1177 for full details.

***LATEST***

**WHEELING-STEUBENVILLE PULSE RESULTS**

Now Available

Call Hollingbery

for details

**WTRF-TV**

**WHEELING, W. VA.**

*Channel 7* • **316,000 Watts**

*NBC Primary • ABC Supplementary*

*Represented by Hollingbery*

*Robt. Ferguson • VP & Gen. Mgr.*

**Phone WHeeling 1177**

***Now equipped for network color TV***




## LIFE IS WORTH LIVING

IT IS OBVIOUS that few, if any, of the many others who appear before tv cameras, enjoy the experience more than Bishop Fulton J. Sheen, who returned to his 8-8:30 p.m. Tuesday period on DuMont last week.

It is doubtful, also, that any person in front of the cameras is more cognizant of the power and influence of the medium. The bishop, in fact, devoted a few minutes of last week's program to emphasize the good which can be reaped from this greatest of visual media.

We are convinced that not only did Bishop Sheen derive pleasure from his return program but that his viewers thoroughly enjoyed the resumed appearance of the bishop in their living rooms.

His humor retains its original and genuine touch. He mentioned "identification with sponsor," a term so often used in the trade, explaining that one of his viewers had asked an appliance store salesman if she could see a "Bishop Sheen refrigerator."

The spontaneity of his remarks when he discovered, perhaps a third of the way through the program, a "Welcome Back" sign hung on the live camera, uncovered a side of the bishop that perhaps is not always discernible to the viewer.

The bishop selected a most serious topic of our times—the psychological effects of the hydrogen bomb—for his first program of the season. His theme was the effects of events of great challenge or catastrophe on the characters of people. These effects Bishop Sheen called a process of "polarization"—a term of basic importance in the mechanics of nuclear fission.

With the visual help of the blackboard—"I can't draw any better this year than I did last year," he quipped—Bishop Sheen divided mankind into the "good" and the "evil" (with reservations as to what we mean by the terms), separated by the greater number of "indifferent" people. He then proceeded to illustrate what has happened in the past when catastrophic events "polarize" the unfortunates: people then uncover their true characters, displaying goodness or evil. For mankind, living under the cloud of the hydrogen bomb, any indecision as to which it should follow or tolerate—the "good or the evil" obviously should evaporate. Bishop Sheen directed his remarks to the "indifferent" and, we are sure, to the majority of the makeup of his audience. His talk gave his audience good televiewing at the time and much food for thought later on.

The bishop, concluding his serious and philosophical tv conversation, noted that next week his viewers would be treated to a lighter subject—"How To Be Unpopular." We are convinced the bishop never will be.

*Sponsored by Admiral Corp. through Erwin, Wasey & Co.*

*Principal: Bishop Fulton J. Sheen.*
*Director: Frank Bunetta.*
*Designer: Rudy Lucek.*

## FATHER KNOWS BEST

SOME situation comedies attempt to entertain through exaggeration—entangling their characters in situations so far-fetched as to approach the absurd—and then extricate them by means more appropriate to comic strips than to real life. When well done, as in *I Love Lucy*, to use the best possible example, the outrageously unreal behavior of the characters is enormously amusing; when this approach misses it misses completely.

The second type of situation comedy, employed with notable success by *Father Knows Best*, uses gentle satire in place of broad burlesque for its effect. Its characters are recognizable as reasonably normal human beings, as real and only a little more peculiar than the family next door. The situations with which they have to cope are reasonable facsimiles of experiences every American family has gone through. A good part of the pleasure of watching them comes from comparing them to "what happened when our Tommy was that age. Remember?"

"That age," in the Oct. 31 episode of *Father Knows Best*, was 14, and according to 14-year-old Bud, a very bad age to be, too old to be pampered like his younger sister, too young for the privileges given his older sister, an age when the only response he seems able to evoke from his parents is either "Stop doing that" or "No, you can't do that."

So, when Bud hears that a room over the feed store is available for only $5 a month, plus sweeping the store out each morning, he determines to leave home for a place where he can lead his own life. Father, "knowing best," insists that no one interfere, certain that Bud

"FATHER" AND FAMILY

will not go through with it. But Bud does and, both father and son having gone too far for either to back down gracefully, there's a fine dilemma for you.

The solution, advanced by the feed store man, is an appeal to Bud to come home to fix a busted radio which no one else can put right, which brings him home arunning, restoring his feeling that he is needed, that he belongs at home, a full-fledged member of the family. A little contrived, of course, but a half-hour doesn't allow for long-drawn conclusions and even with the speed-up the little drama never lost touch with reality.

Credit for the program's success must go primarily to the writers, and it's easy to understand why six are needed to turn out shows as good as this one week after week. But scripts can't do the job alone and Robert Young, as the best-knowing father; Jane Wyatt, as his wife, and Billy Gray, Eleanor Donahue and Lauren Chapin as their children, contributed performances that made the characters they portrayed both real and likeable persons, which of course means that producer Eugene B. Rodney and director William Russell also performed their functions expertly.

*Production costs: $30,000 a week.*
*Sponsor: P. Lorillard Co. through Young & Rubicam.*
*Produced on film and distributed by Screen Gems; broadcast on CBS-TV, Sun., 10-10:30 p.m.*
*Cast: Robert Young, Jane Wyatt, Eleanor Donahue, Lauren Chapin, Bill Gray.*
*Producer: Eugene B. Rodney; director: William Russell.*
*Writers: Paul West, Phil Davis, Dorothy Cooper, Roswell Rogers and the team of Harry Clark and Sumner Long.*

FRAN WARREN

RALPH FLANAGAN

SUNNY GALE

GEORGE SHEARING

JUNE VALLI

FRANKIE CARLE

# To a TV station owner who's frantic for profits

You can make more money faster by building shows with Studio Telescriptions because of their low cost and high sponsor appeal.

Telescription programs cost less, because for a small monthly fee you have an entire library of hundreds of musical films ready for building top entertainment shows at a moment's notice. And your Telescription programs sell easily, for in no other way is an advertiser able to enjoy the sales impact of so many famous TV personalities without paying high talent costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can boost profits for your station!

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

# THESE ARE THE STATIONS FO
# NATIONAL SPOT T

## FREE & PETERS
## INC.

*Pioneer Station Representatives Since 1932*

| NEW YORK | CHICAGO | DETROIT |
|---|---|---|
| *444 Madison Ave.* | *230 N. Michigan Ave.* | *Penobscot Bldg.* |
| Plaza 1-2700 | Franklin 2-6373 | Woodward 1-4255 |

| ATLANTA | FT. WORTH | HOLLYWOOD | SAN FRANCISCO |
|---|---|---|---|
| *Glenn Bldg.* | *406 W. Seventh St.* | *6331 Hollywood Blva.* | *Russ Building* |
| Main 5667 | Fortune 3349 | Hollywood 9-2151 | Sutter 1-3798 |

NS FOR YOUR

OT TELEVISION CAMPAIGN . . .

| | | VHF CHANNEL | PRIMARY |
|---|---|---|---|
| EASTERN | | | |
| WBZ-TV | Boston | 4 | NBC |
| WPIX | New York | 11 | IND |
| WPTZ | Philadelphia | 3 | NBC |
| WCSC-TV | Charleston, S. C. | 5 | CBS |
| WIS-TV | Columbia, S. C. | 10 | NBC |
| WTVJ | Miami | 4 | CBS |
| CENTRAL | | | |
| WHO-TV | Des Moines | 13 | NBC |
| WOC-TV | Davenport | 6 | NBC |
| WDSM-TV | Duluth — Superior | 6 | CBS |
| WDAY-TV | Fargo | 6 | NBC |
| WBAP-TV | Fort Worth — Dallas | 5 | ABC-NBC |
| KMBC-TV | Kansas City | 9 | CBS |
| WCCO-TV | Minneapolis — St. Paul | 4 | CBS |
| WESTERN | | | |
| KBOI | Boise — Meridian | 2 | CBS |
| KBTV | Denver | 9 | ABC |
| KGMB-TV | Honolulu | 9 | CBS |
| KRON-TV | San Francisco | 4 | NBC |

IN HOUSTON . . .
K-NUZ
LEADS IN COST PER 1000* SETS EVERY MINUTE IN EVERY DAY!

Share of Audience in Cost Per 1000 Sets, Monday through Friday.

MORNING
8:00 A.M. to 12:00 NOON
K-NUZ . . . 24¢

| | |
|---|---|
| IND. STA. "A" | 60¢ |
| IND. STA. "B" | 50¢ |
| IND. STA. "C" | 60¢ |
| NET. STA. "A" | 35¢ |
| NET. STA. "B" | 35¢ |
| NET. STA. "C" | 44¢ |
| NET. STA. "D" | 28¢ |

AFTERNOON
12:00 NOON to 6:00 P.M.
K-NUZ . . . 22¢

| | |
|---|---|
| IND. STA. "A" | 48¢ |
| IND. STA. "B" | 42¢ |
| IND. STA. "C" | 60¢ |
| NET. STA. "A" | 29¢ |
| NET. STA. "B" | 29¢ |
| NET. STA. "C" | 47¢ |
| NET. STA. "D" | 50¢ |

EVENING
6:00 P.M. to 12:00 P.M.
K-NUZ . . . 22¢

| | |
|---|---|
| IND. STA. "A" | 60¢ |
| IND. STA. "B" | (OFF) |
| IND. STA. "C" | $1.20 |
| NET. STA. "A" | 48¢ |
| NET. STA. "B" | 35¢ |
| NET. STA. "C" | 49¢ |
| NET. STA. "D" | 72¢ |

*APRIL-MAY PULSE Share of Audience against SRDS One Minute Rates

Write - Phone - or Wire
Forjoe & Co. - Nat'l Rep.
or
DAVE MORRIS at KE-2581
K-NUZ Radio Ranch

K-NUZ Leads in Cost per 1000 Sets Saturday and Sunday, too.

## OPEN MIKE

### Amazed

EDITOR:

The response to the very fine story in B•T [On All Accounts, Oct. 11] continues to amaze me. If I ever had any doubts before about B•T's influence in the trade, I certainly have none now. I have heard from old friends from New York to Wyoming and from St. Louis to Minnesota. Every day more letters continue to come in. . . .

*Ed LaGrave Jr.*
*Account Executive*
*Lessing Advertising Co.*
*Des Moines, Iowa*

### DeeJay Mail Maps

EDITOR:

The feature story on Dick Doty's transition from newsman to late night disc jockey in your Oct. 18 issue was enjoyed by several members of the WJR staff.

We were particularly interested in what Doty listed as his first gimmick—the pinpointing of listener mail on a large map board.

This has been done at WJR for some time. Clark Reid, who handles WJR's all-night program, started a map board early in 1953. He reported some time ago that he had heard from 46 of the 48 states, as well as a number of foreign countries.

Reid, Mail and Map

*Worth Kramer*
*V. P. & Gen. Mgr.*
*WJR Detroit*

### Standard Operations

EDITOR:

I have had quite a few telephone calls and several letters commenting on the swell job you did in writing up our operations here at Standard Electronics [Our Respects, Oct. 25].

I have one letter in particular from Mr. Jim Rockwell, vice president in charge of engineering at the Crosley Corp., not only complimenting me on the article but also complimenting our company and the inroads that we have made. . . .

*William H. Zillger*
*Vice President*
*Standard Electronics Corp.*
*Newark, N. J.*

### New South, New Sales (Cont.)

EDITOR:

Your Oct. 18 issue of B•T contained one of the best radio success stories any of us here at WNOX has seen. It was the story about The Aug. W. Smith Co.'s use of radio in Spartanburg, S. C.

We took the liberty of putting this story on tape, and I wonder if you would mind spending a quarter-hour listening to it and letting me know what you think about the impact of the story when presented in this manner? . . . Don't you think it is pretty effective on tape?

*R. B. Westergaard*
*Vice President*
*WNOX Knoxville, Tenn.*

P. S.: Do you suppose you could send me 200 reprints of The Aug. W. Smith story and bill us accordingly? Thanks very much.

**[EDITOR'S NOTE—Using the text of the B•T story, plus cueing phrases and questions, WNOX produced a dramatic sales presentation in which many of the store executives' comments were voiced by station personnel. The sales drama opens with musical introduction, with the B•T headline read by a narrator. After another short musical interlude, the story proceeds in the radio manner.]**

EDITOR:

. . . Frankly, I feel it's packed with ammunition for sales personnel trying to get department store business. We have several stores in this area who have been using some radio, but on an intermittent basis. I would like each of them to see and read this article . . . Please send me six copies . . .

*Thomas A. Tito*
*Sales Manager*
*WAZL Hazleton, Pa.*

EDITOR:

Send us 600 copies . . .

*Aurele Pelletier, Asst. Mgr.*
*CHRC Quebec, Que.*

EDITOR:

We would like to know if you can furnish us with reprints of the article . . . "In the New South, a New Sales Story." If [not], could you grant us permission to have them reprinted locally . . . Advise us the price for 500 and 1,000 reprints.

*Omar G. Hilton, Partner*
*WBUY Lexington, N. C.*

**[EDITOR'S NOTE: Reprints of "In the New South, a New Sales Story" are available at $2 for 50 copies; $3.75 for 100 and additional hundreds at $3.50 each; 500 for $17 and 1,000 for $33. Prices include shipment by parcel post.]**

### How New the Look?

EDITOR:

Re "Schuebel's New Look for ID's" [B•T, Oct 18], our stack of accumulated station worksheets will indicate we discovered the obvious advantages of presenting IDs for accounts in the 7¼ sec. - 2¾ sec. manner as early as eight months ago.

*Al Fiegel, Prom. Mgr.*
*KTVQ (TV) Oklahoma City*

EDITOR:

. . . I think Reggie Schuebel has a wonderful idea, but I certainly disagree with the "originality" point.

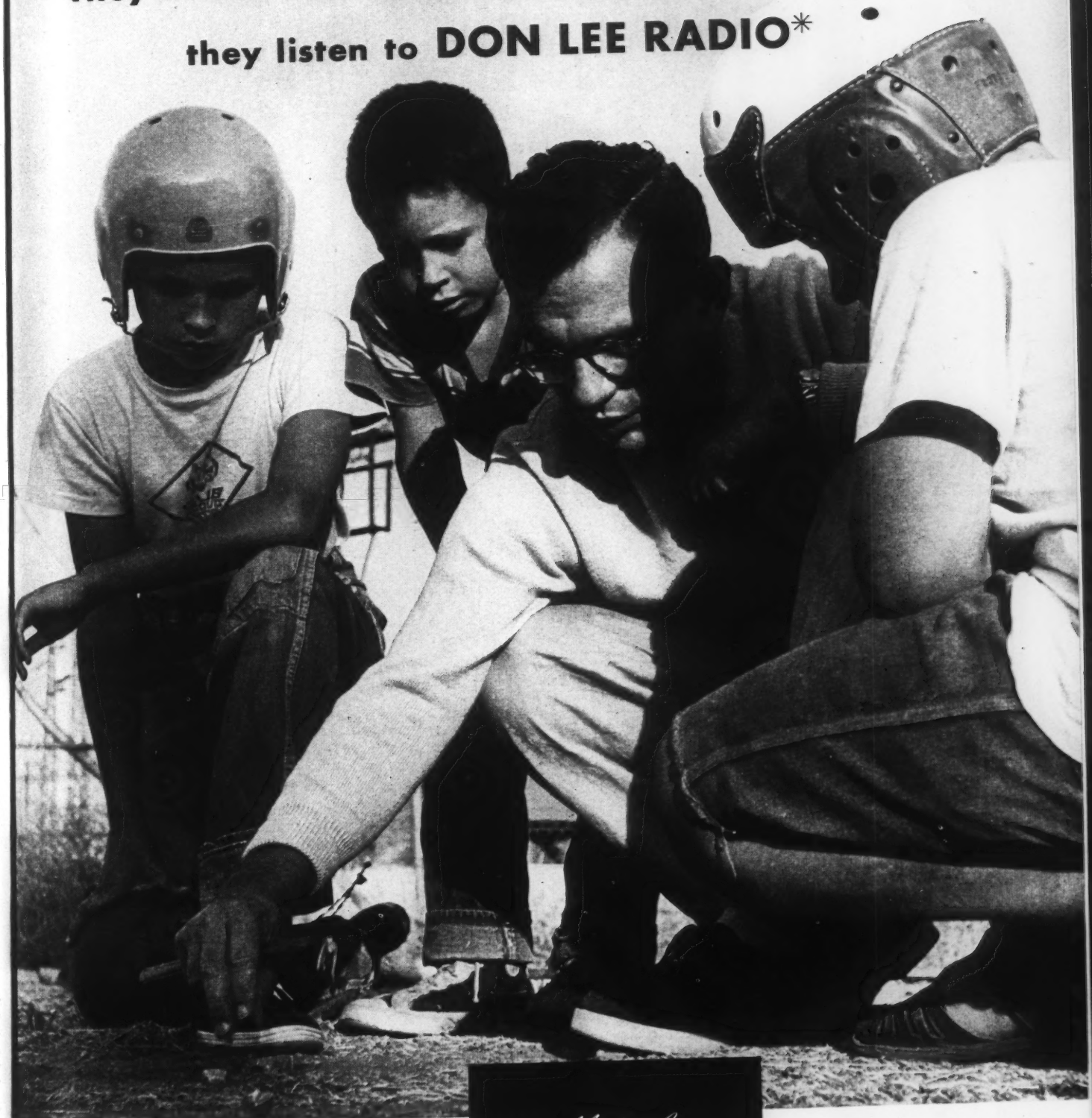
We have handled IDs in this manner for the last five years. We have produced for many of our television clients over 200 film commercials which time out at exactly 7¼ seconds, and asked tv stations to put their own call letters in on a full screen basis within our 10-second purchase.

It has been proved to be a tremendously successful method of using IDs, and in my travels to tv stations all over the country I have found only two who have refused to use the system. . . .

*Milton J. Stephan*
*Partner in Chg. of Radio & Tv*
*Allen & Reynolds*
*Omaha, Neb.*

# They live on the Pacific Coast...

# they listen to DON LEE RADIO*



## *Don Lee IS Pacific Coast Radio

It's just good strategy to plot your advertising campaign to cover the most ground at the lowest cost... on the 45-station network that covers the Coast from *within* each of 45 important markets... on the nation's greatest regional network...

*Mutual*
**DON LEE**
**RADIO**

*Don Lee Broadcasting System,*
*Hollywood 28, California,*

*Represented nationally by*
*H-R Representatives, Inc.*

**BLINDED BY TEAR GAS but still shooting, a killer, twice-escaped from prison, staggers out of a Los Angeles bungalow into the arms of Sergeant Friday and his partner. Jack Webb, as Sgt. Friday, stars in this true-to-life series based on actual police cases. With "Badge 714" began a race against time in which millions of dollars are involved. Air Express helps NBC win it.**

# "DRAGNET!"

## How the top detective drama of all TV networks is also seen locally in 152 markets as "Badge 714"

Continuing its highly successful run as the leading program on the NBC-TV Network, "Dragnet" has proved so popular that, in addition, it is being re-run throughout the country as "Badge 714." This local syndication schedule is made possible only by Air Express.

**KHQ-TV, SPOKANE**
**—$8.55 less***

POLICE FILES provide the material that keeps about 65 million Jack Webb fans glued to their TV sets each week. A large percentage of them see him under syndicated (locally sponsored) title "Badge 714." Schedules to the 152 syndicated markets are rigid. Air Express gets the film there on time.

**WHO-TV, DES MOINES**
**—$3.47 less***

JACK WEBB INSISTS that sets be built to duplicate Los Angeles Police Headquarters, to the very door knobs! It is this passion for realism which attracts audiences for "Badge 714" worth millions of dollars to sponsors. NBC can't afford to have film arrive late, and so it is shipped regularly by Air Express.

**KFEL-TV, DENVER**
**—$5.51 less***

FROM BIG CITIES and small towns, people write in to ask whether Sgt. Friday isn't an actual member of the Los Angeles Police. Many television stations are in cities with no airline connections, but Air Express connects through Railway Express. "Badge 714" films get there on schedule, just the same!

**KXLF-TV, BUTTE**
**—$4.87 less***

A MADMAN tried to blow up the Los Angeles City Hall. Jack Webb made it into his first NBC "Dragnet" show. Now it's making history again as "Badge 714," the hottest syndication property in the industry. "Air Express makes our syndicated operations possible," says NBC's Frank Lepore, head of Film and Kinescope Operations.

**WLWA-TV, ATLANTA**
**—29¢ less***

THEY CALL IT "BICYCLING." Every week, NBC Film Exchanges in New York and Hollywood have 4,000 film or kinescope programs in circulation to and from stations. This method, called bicycling, saves thousands of dollars in film and shipping costs. It is only possible by Air Express, with its ability to pinpoint shipments.

**KSD-TV, ST. LOUIS**
**—63¢ less***

HUMAN ERROR does occur. One film arrived in Springfield, Missouri, addressed to Station WICS. The Air Express Agent wired NBC, "No WICS in city. Please advise." The film was trans-shipped to Springfield, Illinois (where there *is* a WICS) and arrived in time! Alert agents protect against error or changing circumstance.

*gets there first via* **Air Express**

*U. S. Scheduled Airlines... call Air Express... division of Railway Express Agency.*

*Less than any other air service (from N. Y.) that includes door-to-door pickup and delivery. "These are examples of what we save on 87% of our air shipments by using Air Express. With 97,000 NBC shipments a year, the figure is impressive. The one thing that impresses us more is Air Express service."—*Frank C. Lepore, Mgr., Film and Kinescope Operations and Services.*

GOOD... advertising always pays in the .....

RICH, GROWING NORTH CAROLINA MARKET

BETTER... coverage than ever before is yours with RADIO in the .....

15-county Winston-Salem NORTH CAROLINA Market

BEST... buy morning, afternoon and evening is

WSJS

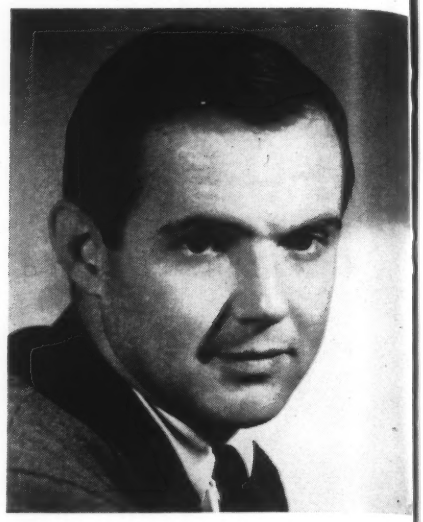
NBC AFFILIATE

600 KC—5 KW AM - FM

Represented by HEADLEY-REED CO.


# our respects

to LAWRENCE HARRISON ROGERS II



AS MAY BE said of sight-and-sound electronics, Bud Rogers, a practical expert in the field, has not yet reached full potential. Even so, at 33 he is vice president and general manager of WSAZ Inc. (WSAZ-AM-TV Huntington, W. Va.) and president of Kanawha Valley Broadcasting Co. (WGKV-AM-FM Charleston, W. Va.).

Mr. Rogers feels there are many horizons to cross in the broadcast arts. But he warns of pitfalls ahead. "The public convenience and necessity should not be taken lightly," he says, or broadcasters may find the government telling them what they should do.

Mr. Rogers, slender and well groomed, epitomizes Princetonia and the young broadcast executive in action. He is, in fact, a graduate of Princeton—class of '43—who received his AB in history (with honors) a year ahead of time by taking advantage of a stepped-up, wartime program. From there, Mr. Rogers went overseas, serving in France and Germany as *aide-de-camp* to the commanding general of the Second Armored Division.

The war over, Mr. Rogers parlayed a gnawing interest in news into a 1946 radio debut as promotion manager with WSAZ Huntington. A year later he was sales promotion manager.

In 1948, Mr. Rogers and WSAZ engineers worked up preliminary plans for West Virginia's first tv station. A construction permit was granted the day before the freeze. A mountain crest was leveled, timber removed in rugged terrain, and in two months WSAZ-TV was on test. Mr. Rogers became manager.

For a year the station had rough going with a diet of kinescopes and local programming. Early in July 1950, the station spent $100,000 on its own tv relay utilizing off-the-air pickups from Cincinnati and by Labor Day that year it planned to inaugurate network programming with a baseball doubleheader between the Cardinals and the Redlegs.

With game-time approaching, engineers were at wits' end because of a gremlined feed. In the nick of time, WSAZ-TV's first "spectacular" —a downtown fire—broke out just across the way from the station's studios. WSAZ-TV covered it, intent viewers forgot baseball, and Mr. Rogers sighed softly. By November 1950 the station operated in the black.

In 1951, the station invested in a microwave relay, eliminating its former off-the-air pickups. On Aug. 1 that year, Mr. Rogers was appointed general manager of both WSAZ-AM-TV; a year later, he was elected to his present post. In 1953, Mr. Rogers, a "professional" amateur architect, and WSAZ Inc. were at it again, erecting a $400,000 radio-tv studio and office production center.

WSAZ Inc. and Mr. Rogers are still at it, having converted its microwave relay for color last February and ordering equipment for color origination, to begin possibly as early as this winter. Last summer, an intercity studio tv transmitter relay system for Charleston was erected and in July, daily operation of studios in the two principal cities was begun, thus enhancing the tv station's market area. A 1,100-ft. tower will be erected at the main transmitter to be located a third of the way from Huntington to Charleston. The $560,000 project boasts a divided feed, six-bay antenna which provides for a standby three-bay antenna operation should a failure occur. Operation is expected near the end of the year. A regular microwave relay, owned by the telephone company, just last week replaced the station's own system.

Mr. Rogers also is active nationally. He was on the original organizing committee of the Television Advertising Bureau (TvAB). Subsequently, when the merger with NARTB's tv sales bureau project was effected, Mr. Rogers became board member, treasurer and also chairman of the membership committee of the new Television Bureau of Advertising (TvB).

"Tv is not only an advertising medium, it is a sales medium, and should look forward to a greater share of total advertising than any other medium because it is a greater selling force," Mr. Rogers says. To do this job, he feels, the industry needs an agency like TvB.

Lawrence H. Rogers II was born in Trenton, N. J., in 1921 and on Labor Day, which, he comments, "explains why I have not been able to get out of my tracks since." His father, Norman T. Rogers, a retired superior court justice, and his mother live at Bay Head, N. J., which also provides the young Mr. Rogers and family with a summer place. Before Princeton, he had graduated from Lawrenceville, N. J., preparatory school.

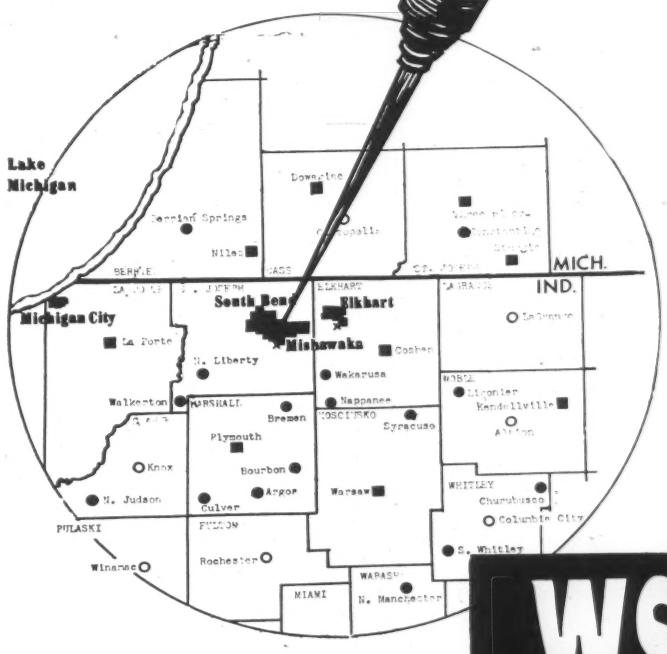
He met his wife, the former Susan Long of Huntington, in Philadelphia. She is the granddaughter of Col. J. H. Long, president of WSAZ Inc. They were wed in 1944 and live in Huntington where Bud Rogers—the "Bud" he picked up when two years old—has rebuilt a small Cape Cod cottage into a "rambling ranch-type," adding rooms, he says, to keep "a step ahead" of his growing family. The Rogers have four children: girls, Halley, 8, Susan, 6, and Campbell, 1, and a boy, Trippy (Lawrence H. Rogers III).

Mr. Rogers loves sailing, dabbles in golf but spends most of his spare time in interior decoration and design. His memberships, in addition to TvB, include NARTB's Sports Committee and the presidencies of West Virginia Broadcasters Assn., United Fund of Huntington and Huntington (art) Galleries.

# NOW MORE power

*in the*
*South Bend–Elkhart Market*

## (OVER 250,000 WATTS)




WSJV-TV is UHF at its best in America's best all UHF market

Now serving 204,103 TV families

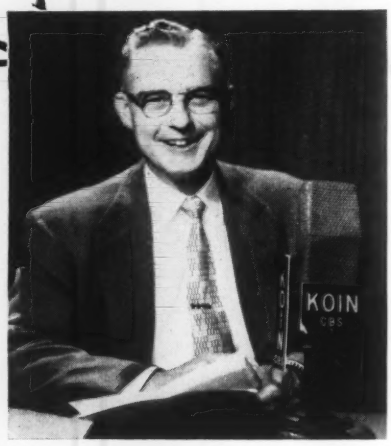
For AUTHENTIC
Market and coverage FACTS
*call your*
**H-R TELEVISION MAN**

**WSJV-TV**
**SOUTH BEND–ELKHART**
John F. Dille, Jr., President
John J. Keenan, Commercial Mgr.

People depend on

# KOIN KLOCK

in the Portland, Oregon Market




BOB HENDERSON

24 continuous years of selling merchandise

When genial Bob Henderson and his musical gang entertain every weekday morning from 6:15 until 7:15 they are reaching the biggest and most loyal listening audience available. Northwesterners like their easy-going style, frequent time-checking, news, jokes, and choice of live studio music. Yes for 24 years KOIN KLOCK has been selling merchandise for participating sponsors—a LOT OF MERCHANDISE.

only KOIN has its own staff of musicians

No other radio station in this market has its own staff of musicians. Listeners appreciate this extra quality and service that KOIN provides. Contact KOIN or CBS Radio Spot Sales for complete availabilities. YOU SELL MORE ON KOIN.

CBS RADIO NETWORK

KOIN RADIO

PORTLAND, OREGON

DEWITT JONES

## on all accounts

FROM Disney to Pillsbury—that was the switch made by Dewitt Jones when he returned from California to his native Chicago and entered the advertising agency field in 1950.

After being associated with Walt Disney's production and merchandising activities for five years, Mr. Jones joined the Leo Burnett agency as an account executive. Today he works on the Pillsbury Mills cake mix account, necessitating weekly travel to Minneapolis for conferences on radio, television and other media recommendations.

Pillsbury is considerably active in broadcast media, with sponsorship of segments of *Arthur Godfrey and His Friends* on CBS-TV, *Arthur Godfrey Time* on CBS-TV and Radio (simulcast), *Art Linkletter's House Party* on CBS Radio-TV, and the *Mickey Rooney Show* on NBC-TV.

Mr. Jones, like many other agency executives, is concerned over the high cost of television, but believes that "as the audience expands, tv advertising will pay for itself in terms of effectiveness." He feels the same about colorcasting.

Born in Chicago on Dec. 25, 1917, Dewitt Jones attended New Trier High School and in 1936 took up economics at Dartmouth U., from which he was graduated in 1940. He entered military service on Nov. 11, 1941, serving as a major with the Air Force. He was a pilot with the 55th Bombardment Wing in Italy. During the war his family moved out to California and Mr. Jones joined them there after leaving service in December 1945.

Mr. Jones joined Walt Disney Productions and later became associated with the late Kay Kamen, who headed an organization devoted to the placement of Disney work for comic books and allied fields. Later he joined Walt Disney Merchandising Enterprises, which capitalized on Mr. Disney's cartoon characters for various products. In 1949 he returned to Chicago to head an office that licensed Disney characters for food products.

Mr. Jones' most prominent hobby is amateur radio. He has been a licensed "ham" since 1932. He communicates frequently with amateurs in various countries. He says he shoots a "poor" game of golf.

Mr. Jones married the former Barbara White on June 6, 1942. They have two children, Dewitt III, 11, and Terry, 6. The family lives in Winnetka, suburb of Chicago.

## a rich new smoke in tobaccoland

Tobacco has long been King in the Prosperous Piedmont section of North Carolina and Virginia. But today, the rich *new* smoke from foundries, steel fabricators, machine tool builders and chemical industries crowd tobacco for industrial leadership.

Strong new industries are expanding payrolls and profits in the Prosperous Piedmont . . . and WFMY-TV, Channel 2, is the most direct selling channel to this lucrative market. No station, or group of stations, rivals the selling power of WFMY-TV in this heavily populated area of the South. Here, 1,733,700 potential buyers have *2 billion dollars* to spend each year and WFMY-TV is the major influence on how they spend it.

Covering one-quarter million sets in Greensboro, Winston-Salem, Durham, Reidsville, Danville, High Point and other major cities, WFMY-TV has been the dominant selling medium in this 31-county market since 1949 . . . now in our 6th year.

**To smoke out greater sales** in the Prosperous Piedmont, call your H-R-P man today.

# wfmy-tv
## *Channel 2*

**GREENSBORO, N. C.**

*Represented by*
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS
Basic Affiliate

# There's only one...

...NIAGARA FALLS, *the great falls of the Niagara River, divided into Horseshoe Falls on the Canadian side, 158 feet high, and American Falls, 167 feet high. Over Niagara Falls, 1,400 feet wide, flows some 212,211 cubic feet of water per second, and because four of the Great Lakes serve as its reservoir, Niagara has the steadiest flow of all great waterfalls.*

## And there's only one...

...advertising medium that single-handed covers the Industrial Heart of America. Only WWVA Radio in Wheeling, W. Va., reaches *all* the 100-odd counties of Eastern Ohio, Western Pennsylvania and West Virginia that comprise this Five Billion Dollar market...WWVA blankets this entire area 24 hours a day with its dominating 50,000 watt signal, delivering the sales impact of high-rated CBS Network shows, coupled with the homespun appeal of WWVA's own local personalities. With WWVA Radio, you not only *reach* this market of more than a million and a half radio homes, but you *sell* it completely with

- One Medium
- One Cost
- One Billing

STORER BROADCASTING COMPANY · JOHN BLAIR & COMPANY

**WWVA**

Wheeling, W. Va. • 50,000 watts—CBS Radio

National Sales Director—Tom Harker, 118 E. 57th St., N.Y.C., EL 5-7690

BROADCASTING TELECASTING

November 8, 1954 Vol. 47, No. 19

# DUMONT NETWORK MAY QUIT IF DEAL WITH ABC-TV JELLS

**DuMont may suspend business as a network if an arrangement under discussion with ABC goes through. The action would be one of several big ones which are brewing as the television wheeling and dealing proceeds. CBS unloads its last minority.**

NEGOTIATIONS which may reduce the number of operating nation-wide tv networks from four to three were reported in progress last week as a rash of station sales and talks of sales broke out in television broadcasting.

ABC was said to be holding discussions with Allen B. DuMont Labs whereby an end result would be that the DuMont Tv Network would cease to operate as such but probably continue to own and operate at least two of its three stations.

Both Robert E. Kintner, president of ABC, and Leonard H. Goldenson, president of ABC's parent American Broadcasting-Paramount Theatres, declined to comment on the reports.

Ted Bergmann, director of the DuMont Tv Network, conceded that the network had held discussions with other parties from time to time to explore means of "improving position," but he denied that an ABC-DuMont merger was now in prospect.

### WDTV Reported on Block

The ABC-DuMont report was one of many dealing with station hands-changing that ran through the industry during the week. Another, related, was that DuMont would sell its WDTV (TV) Pittsburgh if satisfactory terms could be reached—and Westinghouse Broadcasting Co. is known to be desirous of adding an owned outlet in Pittsburgh, headquarters of the parent Westinghouse Electric Corp., although officials said no negotiations currently are in progress.

More spectacular were reports that high-level discussions had been initiated between RCA-NBC and Westinghouse looking toward the possibility of what would amount to an exchange of some stations, probably with side agreements as to affiliations, in markets where one or the other is particularly anxious to have its own outlets. An NBC official described published reports of such a deal as "garbled" but did not deny that some discussions had been held (see below).

Meanwhile, CBS sold its 47% holdings in WCCO-AM-TV Minneapolis-St. Paul to the Cowles interests for $3,950,000 and "closed" on the sale of its 45% of WTOP-AM-FM-TV Washington to the *Washington Post & Times Herald* for $3.5 million—and in another negotiation was said to be offering some $500,000 and WOKY-TV Milwaukee (ch. 19), uhf outlet it acquired last month for about $335,000 subject to FCC approval, in exchange for WCAN-TV Milwaukee (ch. 25), currently owned by President-General Manager Lou Poller and associates. Like the WOKY-TV acquisition, any trade for WCAN-TV would be subject to FCC approval.

ABC-DuMont discussions were confirmed, at least in part, late last week by one who said he had been a participant. Earlier, DuMont authorities had denied "categorically" a broadcast report by Drew Pearson saying negotiations for sale of the network were in progress.

The "participant" stressed that no agreement had yet been reached, but that ABC and DuMont officials had talked over possible arrangement whereby DuMont would continue to own stations but discontinue network operations—at least until conditions become more favorable for profitable existence for four nation-wide networks. Failing to make such an arrangement, it was speculated, DuMont might curtail the scope of its network operations or inaugurate departures from the "standard" pattern of tv networking.

It was emphasized that DuMont, which owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, does not wish to give up station ownership.

Another version of the purported ABC-DuMont discussions, unofficial but not contradictory to that given by the "participant," was that DuMont would sell WDTV (potential buyer not specified) and retain WABD and WTTG. In this version, WTTG would become affiliated with ABC-TV—WMAL-TV is currently the ABC-TV affiliate in Washington—and WABD would be operated as an independent. Details as to future affiliation of present DuMont affiliates were not reported.

Sale of its 47% interest in WCCO-AM-TV Minneapolis-St. Paul to the *Minneapolis Star & Tribune* (Cowles enterprise) for $3,950,000 was disclosed Wednesday by CBS [CLOSED CIRCUIT, Oct. 18 *et seq.*].

This transaction, added to two others recently made, and of similar nature, completes CBS' initial plan to divest itself of minority interests in broadcast properties, placing it in a more favorable position to increase its list of owned stations. FCC's new multiple ownership rules permit a total of seven tv stations of which not more than five may be vhf.

In a little more than a month, CBS has disposed of a 45% interest in KQV Pittsburgh for $236,250 to majority stockholders Earl F. Reed and Irwin D. Wolf [B•T, Oct. 4], has closed the sale of its 45% interest in WTOP-AM-FM-TV Washington to majority owner Washington Post Co. for $3.5 million, and consummated the Minneapolis agreement that has been in negotiation for some time.

(After CBS sold back its minority interest, the entire KQV stock was sold to Tele-Trip Policy Co. for $750,000 [B•T, Nov. 1].)

With its WCCO interest sold, CBS is left with four wholly-owned tv properties—three vhfs (WCBS-TV New York, WBBM-TV Chicago and KNXT [TV] Los Angeles) and a uhf (WOKY-TV Milwaukee). The purchase of WOKY-TV by CBS and, if it goes through, the CBS purchase of WCAN-TV and relinquishment of WOKY-TV are subject to FCC approval.

Ownership of WCCO, as it was constituted before last week's sale, was set up in 1952 when CBS joined forces with Mid-Continent Radio-Television Inc., grantee of what was then WTCN-TV. CBS turned over to the merged group its owned and operated WCCO and received its 47% interest in the licensee, Midwest Radio-Television Inc.

Mid-Continent, which remains the majority owner with 53%, is owned 50% by Northwest Publications Inc. (Ridder Newspapers) and 50% by the Minnesota Tribune Co., a holding

## WHY COWLES BOUGHT WCCO MINORITY

THE ACQUISITION at a substantial price of a minority interest which will give the company no operational control over the WCCO stations, was explained this way in a memo which John Cowles, president and publisher, sent to the staffs of the *Minneapolis Star* and *Tribune* last week:

"Because of the rapid growth of television advertising and the possibility that in a few years color tv will absorb an increasingly larger proportion of national advertising appropriations, the directors of the *Star* and *Tribune* concluded it was prudent to make this investment as a partial hedge against a possible future decline in newspaper earnings."

The memo also said the $3,950,000 purchase "requires heavy bank borrowing" by the Cowles interests.

In his memo Mr. Cowles also advised the newspapers' staffs:

"There will be no change whatsoever in any of the existing relationships between these newspapers and the other Twin City radio and television stations. We will continue to treat all stations absolutely impartially in our news columns, program listings, etc."

company headed by W. J. McNally and which owns 14% of the Star and Tribune Co.

John Cowles is president and publisher of the *Star* and *Tribune* and also chairman of the board and vice president of the Cowles Broadcasting Co. His brother Gardner (Mike) Cowles is president of the broadcasting company.

The Cowles stations are: KRNT-AM-FM Des Moines (initial decision favoring grant of ch. 8 pending); WNAX Yankton, S. D., and KVTV (TV) Sioux City. Cowles publications, in addition to the Minneapolis papers, include the Des Moines *Register & Tribune* and *Look* magazine.

CBS said that although it is withdrawing from ownership in Minneapolis, WCCO will continue to play an important role in the affairs of the network.

While the nature of NBC-Westinghouse discussions was not known in detail, the understanding was that they hinged on the desire of Westinghouse to operate a television station in Pittsburgh, where the company owns the pioneer and powerful KDKA, an NBC am affiliate.

### Does Price Stand in Way?

Now one of three applicants in a competitive hearing for ch. 11 Pittsburgh, Westinghouse, it is known, has discussed the purchase of DuMont's WDTV on ch. 2, the only existing vhf in Pittsburgh. Reportedly, the discussions have failed so far because of DuMont's asking price.

That Westinghouse will wind up with a vhf outlet in Pittsburgh, either by grant or purchase, is considered inevitable. That the company will seek an NBC-TV affiliation there is evident, particularly since the chances of a CBS-TV affiliation in the market seem slight. There is a probability of CBS station ownership in the area. Negotiations for CBS acquisition of WSTV-TV Steubenville, Ohio, a ch. 9 outlet 33 miles from Pittsburgh, for about $3 million were reportedly still in progress last week.

The third vhf assignment in Pittsburgh, ch. 4, is being sought by five applicants, WCAE-Hearst, WLOA Braddock, Pa., Irwin Community Television Co., Wespen Television Inc., and KQV, whose former owners have said they intend to continue to seek the tv station after disposing of the am outlet. These five were on the verge of a merger a month ago, but last week negotiations had broken down. An eventual agreement among them was not, however, considered wholly unlikely.

### Pittsburgh Affiliation Is Key

The NBC-TV affiliation in Pittsburgh was believed to be the primary subject of discussion between Westinghouse and NBC. But other arrangements were also under consideration. These were said to be in the nature of long-range planning, with no immediate developments in sight. The final objective would be to give NBC the maximum number of owned and operated television outlets in major markets and Westinghouse a similarly powerful group in markets which would complement those of the NBC o&o's.

In Milwaukee, scene of the CBS uhf dealing, contesting applicants for the last unassigned vhf channel (6) last week publicly made known that they were considering merger. The three applicants asked for and were granted postponement of their FCC hearing to Dec. 7 to permit further discussions. In negotiation is an agreement under which WISN-Hearst and Independent Television Inc. combine and WMIL Milwaukee withdraw.

Milwaukee has two vhfs in operation—the pioneer WTMJ-TV, an NBC affiliate, and the post-freeze WTVW (TV), an ABC and DuMont outlet.



# ANA CONVENTION OPENS TODAY IN N. Y. WITH RADIO-TV FARE HIGH ON AGENDA

**Kintner, Van Volkenburg and Weaver slated for Tuesday tv panel, with Murphy participating in session on media relations. Featured speaker at closing luncheon will be General Motors' Kyes.**

RADIO and television have star billing on the agenda for the annual meeting of the Assn. of National Advertisers, which gets underway today (Monday) at the Hotel Plaza, New York. Among broadcasting executives who will participate in the three-day session are Robert Kintner, president of ABC; Adrian Murphy, president of CBS Radio; J. L. Van Volkenburg, president of CBS Television, and Sylvester L. Weaver Jr., president of NBC.

On Tuesday morning, Mr. Murphy will be among participants in part I of a session called "The Advertiser's Court of Media Relations." Messrs. Kintner, Van Volkenburg, and Weaver will be panelists in part II, devoted exclusively to television. It will be patterned after the tv panel at last year's ANA annual meeting. Panelists will offer latest information on the tv "magazine concept" and its value to advertisers, commercials and color tv.

The combined session will permit media representatives and advertisers to state their views and thus help advertisers, agencies and media secure greater results from expenditures in space and time. Purpose of the session is to determine more effective ways by which such a goal can be achieved.

Roy W. Johnson, executive vice president of General Electric in charge of all GE consumer products, was scheduled to deliver the keynote address this morning at the opening session. His speech will deal with the management function of advertising supplemented with specific examples showing the improved results that followed the application of management principles to the advertising function.

Three concurrent group sessions will be held this afternoon. At the consumer durable session, among the discussions will be how RCA measures the effectiveness of its display material. At the industrial session, there will be a series of case history talks on merchandising industrial advertising to top management, employes, salesmen, customers, security analysts and dealers and distributors. The effective use of coupons and premiums by the Nestle Co. to move old material off dealers' shelves to make room for new stock will be one of the subjects outlined at the consumer non-durable session.

Group meetings will be followed by a special preview of "The Dollars & Sense of Business Films," a new book by John Flory, advisor on non-theatrical films for Eastman Kodak Co. Mr. Flory will present new information disclosing costs of producing and distributing 157 advertising and public relations films viewed by a total audience of more than 86 million people.

Tuesday afternoon sessions will be addressed by Pierre Martineau, director of research for the *Chicago Tribune;* Edward Mayer, James Grey Inc., direct mail firm; Maxwell Sackheim of Maxwell Sackheim & Co., agency, and Lawrence Laupheimer, Schenley's national merchandising manager.

Reception for the ANA board of directors

**OFFICIALS of MBS, Kenyon & Eckhardt and National Biscuit Co. agree to a contract calling for a 52-week showing of the *Rin Tin Tin* series starting Jan. 2 over MBS. Seated (l to r): Thomas D'Arcy Brophy, K&E board chairman; Hal M. Chase, general manager, Special Products Div., National Biscuit Co., and Thomas F. O'Neil, MBS president. Standing (l to r): Phillip Gross, National Biscuit Co. director of merchandising; Adolf N. Hult, MBS vice president, and William King, vice president, K&E.**

and the annual ANA dinner are scheduled for Tuesday evening.

A McGraw Hill-*Business Week* panel will lead the Wednesday morning agenda. The Federal Trade Commission's so-called "new policy" on advertising will be discussed by Edward F. Howrey, chairman of the FTC, in a specially prepared film presentation. Charles E. Grandey, director of bureau of consultation at FTC, will interpret FTC policy as it applies to advertisers.

Stuart Peabody, of the Borden Co., and James M. Lambie, special assistant at the White House, will present developments for business through advertising to serve the public as well as provide profit opportunities. The Wednesday morning session also will feature a special preview of a new Advertising Council campaign.

Featured speaker at the closing luncheon meeting Wednesday will be Roger M. Kyes, vice president of General Motors and formerly Deputy Secretary of Defense. His speech will deal with the respective roles played by business and advertising in our national economy.

# EVERSHARP MOVES FROM BIOW TO C&W

AFTER an association of 14 years, Eversharp Inc., New York (shaving and writing division), with an estimated $2 million advertising budget, last week withdrew from the Biow Co. and named Cunningham & Walsh, New York, to handle its advertising, effective Jan. 1.

Prior to Eversharp's affiliation with Biow, it had been with Young & Rubicam and before that with Ruthrauff & Ryan.

The Biow Co. suffered the resignation of the Eversharp account on the heels of losses of Bulova Watch Co. [B•T, Sept. 27], and Hill Bros. [B•T, Oct. 11]. Bulova, with a $5 million advertising budget, has named McCann-Erickson to handle its account while Hill Bros., with $2 million, has appointed Ted Bates and Lennen & Mitchell to share the account.

Eversharp currently sponsors *Tales of Tomorrow* on a regional basis in television. The company is in the market for other television properties.

## DuMont Using Campaign In November for Tv Sets

DURING November, DuMont Television Labs begins a campaign to promote its "Wide Horizon" tv receivers on television, radio and in newspapers, Jack Siegrist, merchandising manager of DuMont's Receiver Division, announced last week.

"We'll be using radio. We've got a new DuMont theme song that we think is pretty exciting, and we're going to run it in markets where radio is most effective," said Mr. Siegrist.

Radio is bought on a co-op basis with local distributors and dealers. The factory supplies the spots which are placed locally by dealers and distributors in about 24 radio markets.

The "Wide Horizon" campaign has been carefully planned so that there will be a strong family resemblance between trade ads, consumer ads, and displays. "Even our television spots running on DuMont owned-and-operated stations will be animations of the printed advertising promoting the DuMont "Wide Horizon" line. In this case, the dancing girls will dance," said Mr. Siegrist.

Campbell-Ewald, New York, is agency for DuMont sets.

SIXTH ANNIVERSARY of Bavarian Brewing Co.'s sponsorship of *Midwestern Hayride* over WLWT (TV) Cincinnati is agreed to by (seated, l to r) William C. Schott, Bavarian Co. vice president; Willie Thall, program m.c., and Louis Schott, president of the brewing company. Bavarian Co. executives standing are (l to r) William R. Schott Jr., secretary-marketing director; Raymond Hoffmann, production vice president-general manager, and Louis L. Schott Jr., treasurer-personnel manager.

## Minnesota Mining Report Cites Godfrey Sales Push

ARTHUR GODFREY's radio and tv programs on CBS are credited by Minnesota Mining & Mfg. Co., St. Paul, with successfully promoting its new Scotch Brand cellophane tape dispenser during the past few months.

In a financial report covering a three-month period ending Sept. 30, Minnesota Mining noted the dispensers were first offered in July on the shows to acquaint more housewives with uses of cellophane tape in their kitchens. "The response was tremendous," the report said, adding that over 150,000 requests have been received to date.

Minnesota Mining reported third-quarter net profit of $5,950,678, equal to $.71 a share, and sales of $55,892,505. Profits were 28% ahead of those for a similar period last year, while sales were off 1.5% for that quarter but up for the first nine months of 1954. They both showed substantial gains in September. Fourth-quarter volume is expected to surpass that of the third and 1953's final three months, according to H. P. Buetow, company president.

## Heidt, Swift Reported Returning to Network Tv

NEGOTIATIONS reportedly were nearing completion late last week for the return of Horace Heidt and his aggregation to network television, with Swift & Co. as the sponsor. It would mark the Chicago meat packer's return to network tv after an absence of several seasons.

Details are being handled by J. Walter Thompson Co., Chicago, which services Swift's various meat, shortening and other products. Format of the program will be built around music and guest stars instead of the "youth opportunity" theme which the Heidt ensemble used previously on the Philip Morris show. Mr. Heidt has been off network tv and appearing on television on the West Coast.

The agency has been sounding out television networks for availabilities after the first of the year, it was understood.

## Sloman Leaves Monsanto To Become Agency Head

MICHAEL H. SLOMAN, advertising and sales promotion manager of Monsanto Chemical Co. merchandising division (All brand detergent), St. Louis, resigned from the firm to become president of the advertising agency, Mumm, Mullay & Nichols, Columbus, Ohio, effective last week.

Mr. Sloman succeeds William M. Mumm Jr., who becomes chairman of the board.

J. P. Kelley, merchandising manager of Monsanto, also is expected to join the Columbus advertising agency.

Although no new accounts were announced at this time, Mr. Sloman told B•T that he hoped to have at least one new one in about two weeks.

## Olds Takes Newscasts

OLDSMOBILE Division of General Motors Corp. is sponsoring a total of 36 five-minute newscasts on ABC Radio to introduce its line of 1955 models. The three-week campaign, which got underway last week, will be heard on more than 350 radio outlets four nights a week. The special newscasts, titled *Your Oldsmobile Reporter*, will originate from New York and Los Angeles. Agency for Oldsmobile is D. P. Brother & Co., Detroit.

## Studebaker-Packard Plans

STUDEBAKER-PACKARD will sponsor a show based on *Readers Digest* articles on ABC-TV, Mondays, 8-8:30 p.m. EST, effective after the first of the year. Ruthrauff & Ryan, New York, is the agency for Packard while Roche, Williams & Cleary, Chicago, services Studebaker. The show will be filmed and produced by Bernard Prockter.

## Igleheart Quits Board Chair

AUSTIN D. IGLEHEART was honored at a dinner last Thursday by directors and executives of the General Foods Corp., New York, on the occasion of his retirement as chairman of the board of directors of the corporation. Mr. Igleheart, who served General Foods for

42 years, will continue as a member of the board of directors and its executive committee. No new chairman was elected, since the board amended the by-laws to read that the president will preside at board and stockholder meetings.

## Biow Elects Halpern

MR. HALPERN

DAVID H. HALPERN, chief account supervisor for the Ruppert Brewing Co. (Knickerbocker Beer) account at the Biow Co., New York, has been elected vice president of the agency, F. Kenneth Beirn, president, announced last week. Ruppert's beer sponsors the *Steve Allen Show* on WRCA-TV New York.

### NETWORK NEW BUSINESS

**Plymouth Div., Chrysler Corp.,** Detroit, will sponsor Detroit Lions-Green Bay Packers professional football game from Detroit on Thanksgiving Day, Nov. 25, MBS, 12 noon EST. Agency: N. W. Ayer & Son, Phila.

**Northam Warren Corp.** (Cutex), Stamford, Conn., has purchased 117 participations on NBC-TV's *Today, Home* and *Tonight,* using 39 on each show, effective in December. Agency: J. M. Mathes Inc., N. Y.

**Lo-Calory Food Co.,** N. Y., to sponsor *Meet Millie* on CBS-TV, alternate weeks, effective Dec. 7. Agency: Harry B. Cohen Adv., same City.

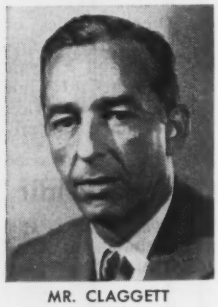
### A&A PEOPLE

**Frank Gilday Jr.,** vice president in charge of radio-tv, Cecil & Presbrey, N. Y., to McCann - Erickson, same city, in executive capacity, effective Nov. 15.

MR. GILDAY

**John H. Forshew,** formerly vice president, J. Walter Thompson Co., N. Y., appointed vice president in charge of marketing and research, Campbell-Ewald, Detroit.

**Charles E. Claggett,** senior vice president, Gardner Adv. Co., St. Louis, appointed to newly-created position, general manager.


MR. CLAGGETT

**James A. Cuca,** formerly motion picture director and slide-film manager, Atlas Film Corp., Oak Park, Ill., appointed vice president, radio-tv director and general manager, Robert B. Wesley & Assoc., Chicago.

**William R. T. Cory,** account executive, Dancer-Fitzgerald-Sample, N. Y., appointed vice president.

**Kenneth R. Willert,** account executive, Simmonds & Simmonds, Chicago, to Hanson & Hanson, same city, as vice president.

**Chester Miller** and **Draper Daniels** appointed vice presidents, Leo Burnett Co., Chicago; **Norman W. Le Vally,** recently resigned president, Sheriff-Le Vally Inc., Chicago., to Leo Burnett as account executive.

**Susan A. Simone,** formerly advertising manager and public relations director, Caloric Stove Corp., Topton, Pa., to Lee Ramsdell & Co., Phila., as executive assistant to president.

**Robert N. Ford** appointed account executive, Courtland D. Ferguson Inc., Washington.

**G. W. Craigie,** Hoag & Provandie, Boston, to Ted Bates & Co., N. Y., as account executive.

**James F. Reynolds,** account executive, Howard H. Monk & Assoc., Rockford, Ill., to Charles Bowes Adv., L. A., in similiar capacity.

**Edward J. Gregory,** production manager, Williamson Assoc., Rochester, N. Y., to Hutchins Adv. Co., same city, as assistant account executive.

**Bernard Goldberg,** assistant to advertising manager, Schenley Import Corp., N. Y., appointed advertising and sales promotion manager.

**Lyle R. Cazel** appointed advertising and publicity manager, Cory Corp., Chicago.

**John S. Brookes,** former merchandising manager, Brach's Candies, Chicago, and **Clarence H. Russell,** sales director, Cueno Press, same city, to Beaumont & Hohman, that city, as merchandising director and creative services coordinator, respectively.

**Mary E. Williamson,** formerly promotion and publicity director, KXOK St. Louis, to Magic Chef Inc., same city, as assistant to advertising and promotion director.

**Charles H. Keilus,** formerly with BBDO, N. Y., to MacManus, John & Adams, same city, as radio-tv writer.

**Jane Hite,** copywriter, Calkins & Holden, L. A., to Goeffrey Wade Adv., Hollywood, in same capacity.

**Morris E. Jacobs,** president, Bozell & Jacobs, Omaha, chosen King Ak-Sar-Ben LX of Knights of Ak-Sar-Ben.

**Weston Hill,** partner, Hill & Devore (sales promotion), N. Y., will address League of Adv. Agencies tomorrow (Tues.) on "Sales Promotion: Fringe Service or Extra Fee?"

### AGENCY APPOINTMENTS

**Schick Inc.,** Stamford, Conn., appoints Kenyon & Eckhardt, N. Y., effective Jan. 1.

**S. E. Massengill Co.** (pharmaceuticals), Bristol, Tenn., appoints Lee Ramsdell & Co., Phila.

**C. J. Van Houten & Zoon** (chocolate products), N. Y., appoints Albert Frank-Guenther Law, same city.

**American Crystal Sugar Co.,** Denver, appoints Bruce B. Brewer & Co., Minneapolis, with W. A. Krause as account executive.

**American Brands Corp.** (3-D Popcorn), San-Carlos, Calif., appoints Western Adv. Agency, L. A., with Henry Gerstenkorn as account executive. Radio-tv will be used.



# FLAMINGO PLANS 'OPRY' IN COLOR

**WSM's well-known radio series will be offered on color film for local and regional sponsorship. One advertiser is reported to be considering the show for 47 markets.**

PLANS for a color tv film series based on the *Grand Ole Opry* radio show were announced last week by Sy Weintraub, general manager and partner of Flamingo Films, New York.

Mr. Weintraub said Flamingo had obtained tv film rights for *Grand Ole Opry* following extensive negotiations with WSM Inc., Nashville, which was represented by Jack De Witt, president and general manager. Color film production on the first 39 half-hours of the new series will begin in Nashville on Nov. 25, Mr. Weintraub said, with the air debut scheduled for Jan. 15.

MR. WEINTRAUB

The series will be available for local and regional sponsorship, according to Mr. Weintraub. He told B•T that reaction to the series has been "wonderful," pointing out that one sponsor has plans under consideration to underwrite it in 47 markets.

Al Gannaway, who produces the radio show, will produce the tv filmed version in Nashville for Flamingo Films. Mr. Weintraub said Mr. Gannaway is in the process of hiring a top-flight Hollywood production crew.

Mr. Weintraub noted that the *Grand Ole Opry* radio show (NBC, Sat., 9:30-10 p.m. EST) has been on the air for 29 years and has been sponsored continuously for 27 years. The current sponsor is Prince Albert Tobacco. It has a total cast of more than 125 artists, including Roy Acuff, Ernest Tubbs, Minnie

## Safari to Philadelphia

IT was "Operation Philadelphia" last Friday by Television Programs of America, producer of *Ramar of the Jungle* tv film series. Michael M. Sillerman, executive vice president of TPA, reported the entire toy department at Lit Bros. was "Ramar"-equipped at a cost of more than $20,000 through arrangements of Jerome B. Capp, TPA's director of merchandising, and Jerry Green, Lit Bros.' sales promotion director.

Some 100 items including pith helmets, rifles, balloons, books, games, etc., bearing the "Ramar" name were introduced as a preview of their national distribution. Jon Hall, star of the series, flew in from Hollywood to open the department. In addition to a round of appearances and visits, the star met with 2,000 children at two breakfasts. After Philadelphia, where WFIL-TV carries the series under sponsorship of Good & Plenty Candy (Adrian Bauer agency), Mr. Hall was to promote the series in New York where it is on WPIX (TV).

AMONG the Chicago agency executives who turned out for the opening of Kling Studios new plant there are (l to r): Jack Fenimore, Kling Studios film director; Dan Sullivan, Foote, Cone & Belding account executive; E. C. Fritz, W. E. Long Co. radio-tv director; Fred Niles, Kling vice president in charge of tv; William L. Goodman, W. E. Long vice president; Art Zapel, J. Walter Thompson Co. copy group; Jerry Turk, Beaumont & Hohman tv film supervisor, and Mac Ward, Young & Rubicam radio-tv.

Pearl, Hank Snow, Carl Smith, Goldie Hill, Webb Pierce and Roger Bradfield.

The color tv film series has the tentative title of *Stars of Grand Ole Opry*, according to Mr. Weintraub. He added that Flamingo is planning an extensive merchandising and promotional campaign, including tie-ins with records of *Opry* personalities and personal appearances by the stars.

# VITAPIX APPROVES DISTRIBUTION PLAN

## Stockholders authorize cooperative set-up whereby Vitapix Corp. clears station spots and Guild Films is charged with production, service and sales.

COOPERATIVE plan for production and distribution of tv film programs, with Vitapix Corp. handling station-spot matters and Guild Films Co. production, service and sales [B•T, Oct. 25], was approved Oct. 30 by Vitapix stockholders.

Kenyon Brown, KWFT-TV Wichita Falls, Tex. was elected president of Vitapix Corp., succeeding Frank E. Mullen who resigned as president-director to become president of a new corporation, Vitapix-Guild Programs Inc. The latter firm was set up to hold the current Vitapix properties for continued syndication. John E. Fetzer, of the Fetzer Stations, remains as Vitapix Corp. chairman of the board.

FRANK E. MULLEN (l), president of the new Vitapix-Guild Programs Inc., and Reub Kaufman, president of Guild Films, recently announced an agreement between Vitapix Corp. and Guild for a "close working relationship." Under the new arrangement Guild Films produces, distributes, and services shows with Vitapix handling station-spot matters.

New officers of Vitapix Corp. elected by stockholders include Joseph E. Baudino, Westinghouse Broadcasting Co., vice president; Paul A. O'Bryan, of Dow, Lohnes & Albertson, secretary, and Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., treasurer. Vitapix Corp. is owned soley by its station members.

Elected to the Vitapix Corp. board were these new members: William Fay, WHAM-TV Rochester; Ewell K. Jett, WMAR-TV Baltimore; Ed Wheeler, WWJ-TV Detroit, and Reub Kaufman, president of Guild Films Co. Mr. Fetzer becomes a member of the Guild Films Co. board besides his Vitapix directorship.

Elected to official posts at Vitapix-Guild Programs, besides Mr. Mullen, were Horace L. Lohnes, of the Dow, Lohnes & Albertson firm, and Don Campbell, Hollywood lighting contractor, vice presidents; Mr. O'Bryan, treasurer, and Charles B. Seton, Guild Films general counsel, secretary.

Vitapix was formed on October 1951 by tv stations as a cooperative project to select film programs. It plans to expand membership to about 60 stations. Guild was organized in 1952, recently becoming a publicly owned stock company. Its programs are telecast in most U. S. and Canadian tv markets. Expanded production and distribution operations are underway.

## Kodak's Evans Lectures On Color at NTFC Meet

BASIC CHARACTERISTICS of color were explained by Ralph M. Evans of Eastman Kodak Co. in a lecture given last Thursday at a National Television Film Council luncheon meeting in the Hotel Delmonico in New York.

Mr. Evans, director of Eastman's color technology division, used some 100 slides to illustrate his discussion of "Seeing Light and Color." More than 100 persons attended.

The speaker did not touch on color film or color tv, confining his remarks to the light characteristics of color, including form, contrast, light areas, credibility, etc. Melvin L. Gold, president of NTFC, said future meetings would take up color film and color tv.

## Guild Films Elects Two Vice Presidents

APPOINTMENT of Manny Reiner, recently foreign manager of Samuel Goldwyn Productions, as vice president of Guild Films Co., New York, and Joseph P. Smith, sales manager of Guild Films, to vice president were announced last week by Reub Kaufman, president of the television film producing and distribution company.

Mr. Kaufman said that Mr. Reiner will function on a policy level and among other duties, he will help develop Guild Films sales policies for television markets abroad. Prior to his association with Goldwyn, Mr. Reiner was vice president in charge of sales for Prockter Television Enterprises, New York, and sales manager for Louis G. Cowan, television and radio producer.

Mr. Smith joined Guild Films early this year after 16 years experience in the motion picture and television fields. Previously he had been president of Cinema-Vue Corp., tv distribution firm. In his new post of vice president, he will continue to function in charge of sales.

## ATV Film Productions Opens New Studios in L.I. City

ATV FILM Productions Inc., New York, last week formerly opened its new studios in Long Island City, with Gene Raymond, television and motion picture personality, and James A. Lundy, president of the Borough of Queens, participating in ceremonies.

The studio building, completely air-conditioned and ventilated, contains two sound stages measuring 50-by-100 feet and 100-by-100 feet, respectively. Both stages are surrounded by four dressing rooms, a make-up room and a kitchen for pre-preparation of food to be filmed.

ATV Film Productions is headed by Mickey Schwarz, president. The company maintains production offices, cutting rooms and a projection room at 1600 Broadway, New York. Mr. Schwarz said the company produces Mr. Raymond's filmed commercials for *Fireside Theatre*, as well as commercials for Sterling Drug, Chevrolet, Shasta Brewing, Eversharp and Procter & Gamble.

MICKEY SCHWARZ (l), president of ATV Film Productions, and Gene Raymond (c), tv and motion picture star, watch James A. Lundy, president of the Borough of Queens, flip the switch to start ATV production from its new studios in Long Island City. Right after the ceremony, ATV began shooting sequences with Mr. Raymond as host for *Fireside Theatre*.

## Austin Heads Natl. Sales For National Telefilm Assoc.

BUD AUSTIN, former vice president and general manager of Telefilm Enterprises, has joined National Telefilm Assoc., tv film distribution firm, as head of its newly-formed national sales department.

Harold Goldman, NTA vice president in charge of sales, said last week that Mr. Austin will handle sales to national clients and to national agencies, and that these activities will be separated from NTA's syndication function. Before his association with Telefilm Enterprises, Mr. Austin was national sales director of Official Films.

At the same time, Mr. Goldman announced new sales of NTA's *The Passerby*, 15-minute, once-a-week, filmed syndicated tv series, and its films, *Pantomime Quiz*, *Orient Express* and *China Smith* along with a separate feature film package. *Passerby*, Mr. Goldman said, will be sponsored in 10 markets by the Charles Furniture Co., through Manson-Gold-Miller Agency, Minneapolis. Also reported: Sales in three other markets for *Passerby;* five markets for *Pantomime;* seven markets for *Orient*, and six markets for *China*.

## WOR-TV Buys 56 Films From AAP for $350,000

PURCHASE by WOR-TV New York of a package of 56 feature-length films from Associated Artists Productions Inc., New York, at an estimated cost of more than $350,000 was announced last week by Gordon Gray, station general manager. Associated Artists was represented in negotiations by Eliot Hyman, president.

Mr. Gray said that none of the films has been shown on television, and many of them are still in their theatrical runs and cannot be shown on tv until Jan. 1, 1955, or Nov. 1, 1955. Among the titles are *Algiers*, with Hedy Lamarr and Charles Boyer; *Captain Blackjack*, with George Sanders, Herbert Marshall and Patricia Roc; *The Winslow Boy*, with Robert Donat, Sir Cedric Hardwicke and Margaret Leighton; *The Fighter*, with Richard Conte and Vanessa Brown, and *Duffy of San Quentin*, with Joanne Dru, Paul Kelly and Maureen O'Sullivan.

The acquisition of the new films, Mr. Gray said, is "a clear cut indication of our faith in the continued success of the formula typified by *Million Dollar Movie* on our ch. 9." Good film products, Mr. Gray continued, will attract "top audiences and top advertisers, when intelligently programmed." WOR-TV's *Million Dollar Movie* shows the same feature film seven days a week.

## Film Time-Saving Method Developed by Circle Labs

CIRCLE Film Laboratories, New York, has announced the development of a method for reducing the delivery time for reduction prints by 25% in a step to bring film laboratory work more in line with the needs of tv. The new process employs a 35mm film magazine that can hold seven reels at one time, thus eliminating the necessity of reloading the printing machine seven times during the processing of a feature-length picture.

The new system also makes it possible to print a half-hour tv show without a single splice, the company said. Earlier this year, Circle introduced a continuous loop printing magazine for rapid processing of minute-length films.

CHARLESTON branch of the First National Bank of South Carolina, sponsoring NBC Film Div.'s *Victory at Sea* series, becomes the first program advertiser on WUSN-TV, NBC-TV affiliate in Charleston. The agreement is approved by (l to r): seated—John Welch Jr., vice president of the Charleston branch bank; Ansley Cohen, WUSN-TV sales manager; standing—Arthur Swanson, advertising manager of the bank, and Bill Breen, NBC Film Div. sales representative.

## 'Cantor Comedy Theatre' Sold by Ziv in 23 Markets

COINCIDENT with its announcement of the sale of the *Eddie Cantor Comedy Theatre* in 23 markets, Ziv Television Programs last week disclosed plans for an extensive sales and promotional campaign on behalf of the half-hour filmed series, starting today (Monday).

Sales were to Drewry's Ltd., South Bend, through MacFarland, Aveyard & Co., Chicago, for Detroit, Indianapolis, Chicago, Toledo, Davenport, Grand Rapids, Lansing, Fort Wayne, Saginaw and Elkhart-South Bend; Blatz Brewing Co., Milwaukee, through William Weintraub Advertising, New York, for Madison, Milwaukee, Oshkosh, Eau Claire, Green Bay, Superior-Duluth, LaCrosse and Neenah-Appleton-Menasha, and San Francisco Brewing Co., through BBDO, San Francisco, for San Diego, Los Angeles, San Francisco, Seattle and Spokane.

Plans for concentrated sales on behalf of *The Eddie Cantor Comedy Theatre* were formulated at meetings of the company's sales force of 76 men, held last Wednesday, Thursday and Friday in New York, Los Angeles and Cincinnati. M. J. Rifkin, vice president in charge of sales, said Ziv's sales efforts will be supported by a vigorous advertising campaign in trade magazines.

## Screen Gems Plans 'Jungle Jim' With Weissmuller in Top Role

JOHNNY WEISSMULLER, Olympic swimmer and motion picture star, has been signed by Screen Gems Inc., for a tv film series which will go into production in January 1955. Titled *Jungle Jim*, the half-hour adventure program is based on the comic strip of the same name.

Mr. Weissmuller was also starred in the theatre movie version of "Jungle Jim." Since 1948, 17 feature length motion pictures have been produced and distributed by Columbia Pictures Corp., of which Screen Gems is a subsidiary. A completely new series is planned for television.

## Guild Sells in 50 Markets

GUILD Films Co., New York, completed 50 market sales during the two weeks that it was negotiating an agreement with the Vitapix Corp. [B•T, Oct. 25; also see story, pg. 31], it was announced last week by Joseph P. Smith, Guild Films vice president and sales manager.

Mr. Smith said sales included those of *Florian ZaBach* Show, eight markets; *Life With Elizabeth*, eight; *Frankie Laine Show*, six; *Joe Palooka Show*, three; *Conrad Nagel Theatre*, three, and *Liberace*, three. Other sales were renewals on *Liberace* and *Life With Elizabeth*.

### FILM SALES

**Association Films,** N. Y., has announced *Boys Railroad Club*, six-part, 15-minute program showing model railroads in action, famous railroad men and railroad operations procedure, has been booked by 130 tv stations.

**Official Films Inc.,** N. Y., reports its *Quiz-O* musical bingo program sold on participating basis to Nu-Way Stores Inc., Buffalo, N. Y., for 52 weeks starting Nov. 12 on WGR-TV there.

**S. C. Johnson & Sons Ltd.** (Johnson's Wax), Montreal, has purchased *View the Clue* film series for 26 weeks for showing in Ottawa, Quebec and Montreal. Series is produced by Nat C. Goldstone and distributed by Medallion Tv Sales, both Hollywood. Agency: Vickers & Benson, Montreal.

### FILM DISTRIBUTION

**Artists Distributors,** Hollywood, reports receiving first 39 prints of *Veloz & Yolanda Show*, quarter-hour tv film series featuring dance team in demonstrations of dance steps.

**Sportsvision Inc.,** S. F., has acquired distribution rights to *The Christie Comedies* from Video Center Programs Inc., same city.

### FILM PRODUCTION

**Fortune Features Inc.,** N. Y., is making second package of 52 English language, Italian produced feature films available for tv, including ones featuring Gina Lollobrigida, Silvana Mangano, Alida Vall and Maria Montez.

**Centurion Productions Inc.,** N. Y., has announced production of new tv film series titled *Most Likely to Succeed*, starring Claude Rains and directed by Herbert Bayard Swope of NBC-TV.

### FILM PEOPLE

**Robert L. Foster,** former sales representative, Kling Studios, Chicago, to sales and film planning staff, Sarra Inc., Chicago office.

**Ruth Ratny,** formerly with program dept., WTVJ (TV) Miami, Fla., to writing staff, Kling Studios, Chicago, on film commercials.

**Robert A. Hackborn** to graphics dept., S. W. Caldwell Ltd., Toronto, specializing in live and film tv production design work.

**Bo Brahm,** eastern sales manager, Screen Gems Inc., N. Y., conducting tv lecture series, Bridgeport (Conn.) U.

**Robert C. Dennis,** writer, *Passport to Danger*, ABC-TV syndicated film series, and Norma Wilson were married Oct. 24.

**Harold E. Wondsel,** president, Sound Masters Inc. (tv motion picture producers), N. Y., father of boy, Harold E. Jr., Oct. 16.

# You just want the FACTS!

WHO-TV
WHO-TV
WHO-TV

# ON THE AIR FROM 7A.M. TO 1A.M.

basic CBS shows + top ABC shows
+ ST. LOUIS' FAVORITE PERSONALITIES

ED WILSON
4:15 — 5:00 P. M.

TOM DAILEY
12:30 — 1:00 P. M.

GIL NEWSOME
5:00 — 5:30 P. M.

UNBEATABLE ENTERTAINMENT
AND
ZOOMING SALES
FOR YOU

you'll sell more...

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1,560,000 POPULATION
100,000 WATTS — OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.

KWK-TV

CBS TELEVISION NETWORK

# OLIVER TREYZ NAMED PRESIDENT OF TvB; PROMOTION AGENCY PLANS START SOON

**New executive head of all-industry effort leaves post as director of ABC Radio Network. Membership drive will be next move. First-year budget planned at $400,000.**

OLIVER TREYZ, director of the ABC Radio Network, last week was named president of the new Television Bureau of Advertising Inc. (TvB), which its leaders said would be in operation almost momentarily to start organized promotion of television as a selling force.

Mr. Treyz, whose appointment is effective Dec. 1, and key figures in the formation of TvB were slated to start searching immediately for space for New York headquarters, and officials estimated that a starting staff of "eight or ten people" would be recruited "very quickly."

Picked from a group of some 40 candidates interviewed by the selection committee in its three-month search for a president, Mr. Treyz was elected for an "indefinite term" by unanimous vote of the TvB board in New York Thursday. He will continue with ABC until the end of this month.

### 100 Expected to Join

Clair R. McCollough, Steinman Stations, and Richard A. Moore, KTTV (TV) Los Angeles, co-chairmen of the TvB board, predicted 100 stations would be signed as TvB members almost immediately and said the first year's budget was expected to be approximately $400,000, assuming a membership of some 175 stations and networks. Monthly dues will be the equivalent of the member station's highest non-network quarter-hour rate. The TvB by-laws, while not barring any television entity from membership, specifically provide for participation by station representation firms as associate members. A membership drive was to be launched at once under the chairmanship of L. H. (Bud) Rogers, WSAZ-TV Huntington.

Mr. Treyz said it is TvB's intention to operate as a "team," without emphasis on any one personality, and that the organization would proceed carefully to build up documentation of tv's effectiveness as an advertising medium. "It'll take a few months before we're even in third gear," he said, "and quite a while before we're in high."

He pointed out that while television is expected to do an $800 million business this year —about $610 million in network and national spot, $195 million in local—many leading advertisers do not use television at all. It will be part of TvB's job to sell these advertisers on the sales power of the medium and to get present users to expand.

Mr. McCollough noted that, as to organizational structure, it is planned to have separate department heads for promotion of network tv sales, for national spot, and for local, as well as for research. There also will be an office manager and "sufficient clerical help to get going immediately."

Board members present at the meeting were co-chairmen McCollough and Moore; Mr. Rogers; Campbell Arnoux, WTAR-TV Norfolk; Roger W. Clipp, WFIL-TV Philadelphia; W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.; Merle S. Jones, CBS-TV, and George B. Storer Jr., Storer Broadcasting Co. Two members who were unable to attend, Kenneth L. Carter of WAAM (TV) Baltimore and H. W. Slavick of WMCT (TV) Memphis, wired their concurrence in the selection of Mr. Treyz. The board's selection committee was composed of Messrs. McCollough, Moore, Clipp and Arnoux.

Messrs. McCollough and Moore, noting that both advertisers and agencies had shown "good reaction" to Mr. Treyz as a presidential possibility, said in announcing his election:

"Oliver Treyz is uniquely qualified to fulfill the challenging opportunity presented by TvB. His broad background in research and sales, plus a first-hand knowledge of station operation as well as the problems of the advertiser and the advertising agency, make him the ideal man to head this all-industry sales promotion organization.

"Mr. Treyz' acceptance of the position is the starting signal for an immediate membership campaign to bring to TvB the support

MR. TREYZ

of the entire industry. The structure for this membership campaign has already been established under the leadership of L. H. (Bud) Rogers, chairman of the membership committee."

Mr. Rogers will be assisted by W. D. Rogers, KDUB-TV Lubbock; H. W. Slavick, WMCT-TV Memphis; Charles Crutchfield, WBTV (TV) Charlotte; Kenneth L. Carter, WAAM (TV) Baltimore; John Esau, KTVQ (TV) Oklahoma City; Frank Fogarty, WOW-TV Omaha; Gordon Gray, WOR-TV New York; Gaines Kelley, KFMY-TV Greensboro, N. C.; G. Bennett Larsen, KTVT (TV) Salt Lake City; Bob Lemon, WTTV (TV) Bloomington, Ind.; Ralph Nimmons, WFAA-TV Dallas; Frank P. Schreiber, WGN-TV Chicago; Don Searle, KOA-TV Denver; Colin M. Selph, KEYT (TV) Santa Barbara; Franklin Snyder, WXEL (TV) Cleveland; John H. Bones, WNEM-TV Saginaw, and Robert R. Tincher, KVTV (TV) Sioux City.

TvB, all-industry television sales and promotion bureau, will operate as a non-profit organization. Its primary areas of operations have been defined as follows:

"1. To promote the broader and more effective use of television as an advertising medium at all levels (local, regional, national-spot and network);

"2. To sell present and prospective advertisers (and their agencies) the productive use of television advertising for their particular goods and/or services;

"3. To keep members and their staffs informed of advances in the art of salesmanship and tested and successful television techniques, and to supply promotional support for the application of such knowledge;

"4. To serve as a clearing house of information on television advertising, its audience, its economics and the vital force which it exerts in the business life of the American community;

"5. To foster continued progress and development of television as a medium of advertising;

"6. To provide such services and perform such functions as may be necessary and proper to effectuate these purposes and objectives."

Mr. Treyz, who headed ABC's research department before he became director of the radio network, was cited by the TvB board as having played "a key role in the network's sales growth and development in both tv and radio." None of his assistants have yet been named, officials reported. Jack Pacey, former ABC director of public relations and special features, handled publicity on his appointment for the TvB board, but members said there had been no decision as to further association with the organization. Mr. Pacey interjected that he was doing a "one-shot" job.

The board is expected to work closely with President Treyz in setting up the organization. Mr. McCollough said the members probably would meet again in New York in about two weeks.

# BAB Salesman Honor Given Dalton, KOTA

AWARD in the second monthly contest sponsored by Broadcast Advertising Bureau, New York, for nationwide competition among local salesmen at BAB's member stations has been presented to William F. Dalton of KOTA Rapid City, S. D. Top honors went to Mr. Dalton for his $9,300 sale of 130 hours of radio time to 32 merchants in a single community.

As first-prize winner for September sales, Mr. Dalton received a silver and ebony trophy from BAB on which his name and his station's call letters are engraved, and a sterling silver lapel pin. Mr. Dalton has been with KOTA as a salesman since 1952. His award-winning sale involved the purchase of five half-hour shows weekly by the Newell Community Club, group of 32 businessmen in Newell, S. D., for the purpose of promoting Newell as a shopping center. Show features music, local and national news and farm topics with commercials rotated among the businessmen at a rate of five every day.

In the same contest, Ken Quaife, WOW Omaha, and Don H. Martin, WSLM Salem, Ind., tied for second place. Mr. Quaife sold a specially designed announcement campaign to a department store seeking to reach college girls in a back-to-school promotion. The Thomas Kilpatrick Co. bought a schedule of 20 spots per week for three weeks for $600 on WOW. The store reported such success that it signed for a similar spot schedule for fashions in another department.

Mr. Martin, co-winner of the second prize, sold $3,900 worth of time of WSLM to Zink's Super Market. Sales consisted of a quarter-hour musical show Monday through Saturday on the station for one year supplemented by 10 announcements each on Friday and Saturday.

BAB announced a tie for the third place award, which will be shared by Dave Yanow, WCAU Philadelphia, and Lewis W. Hunter, KFBI Wichita, Kan. Mr. Yanow sold a satura-

# He Spins 'Em for the Jack in Jackson!

## CASS KAID.. "The Smile on the Dial" MAKES ADVERTISERS PURR AT THE PROFITS

**WKHM IS *FIRST* IN JACKSON...**

***FIRST* IN POWER**
***FIRST* IN RATINGS**
***FIRST* IN NEWS**
***FIRST* IN MUSIC**
***FIRST* IN SPORTS**

**SO BUY THE BEST...**

He's a household word in Jackson's homes. They listen to Cass and they buy what he sells! Nobody . . . but NOBODY even comes close to his rating. He's tops by 3 to 1. Young or old, they all love Cass Kaid. No wonder his platter-patter is paying off for advertisers in this rich midwest market.

*How much jack are* you *getting out of Jackson? You could get* more *if you put Cass Kaid to work for* you!

# WKHM

***Jackson, Michigan***

Frederick A. Knorr, *Pres.*
John O. Gilbert, *Mg. Director*
Represented by HEADLEY-REED

WKHM—Jackson . . . WKMF—Flint . . . WKMH—Dearborn-Detroit is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings . . . because *everybody* likes News, Music and Sports!

tion schedule of spots to the Pennsylvania Railroad for $12,700. Safeway Stores' Wichita zone office purchased a $2,200 radio spot schedule for a minimum of 13 weeks from Mr. Hunter for broadcast on KFBI.

All second and third place winners received specially-designed lapel pins from BAB. Entries for best salesman for the month of October will be taken up to Nov. 15. Contest is open to time salesmen at BAB's member stations.

## RADIO PROMOTION URGED BY LACKEY

### NARTB Dist. 12 hears radio described as "a way of life." G. Pearson Ward of KTTS-TV is tv guest speaker.

RADIO stations must promote themselves as a medium through advertising and other types of promotion, F. Ernest Lackey, WHOP Hopkinsville, Ky., told the NARTB District 12 (Kan., Okla.) meeting at its opening session Thursday. The meeting was held at Jens Marie Hotel, Ponca City, with Cy Casper, WBBZ that city, presiding as District 12 director.

Mr. Lackey, radio guest speaker at the meeting, described radio as "a way of life." He termed it "a dynamic force but regretted that the medium is taken for granted much of the time. He called on radio to "wake up and not be judged by ratings but by sales results."

If radio stations are to succeed they must not get "into a rut of mediocrity," Mr. Lackey continued. He advised station managers to take more active roles in community affairs instead of leaving such activity to the staff.

Television guest speaker on the Friday agenda was G. Pearson Ward, KTTS-TV Springfield, Mo. His subject was "Televisionitis."

Named by Director Casper to the resolutions committee were Robert L. Pratt, KGGF Coffeyville; Archie J. Taylor, KANS Wichita; Frank S. Kane, KRMG Tulsa; John Riesen, KVSO Ardmore.

Among those taking part in panels during the two-day meeting were Messrs. Kane, Casper and Pratt; Rex Lester, KTOW Oklahoma City; L. A. Blust Jr., KTUL Tulsa; Russ Lamb, KVOO-TV Tulsa; Richard Campbell, KOTV (TV) Tulsa; Grover Cobb, KVGB Great Bend; Frank Webb, WEBB Wichita, and Bess Wyse, KWBW-KTVH (TV) Hutchinson.

Sixty-seven delegates had registered at the end of the opening day, compared to 65 registered a year ago. The meeting was next to last of the annual NARTB autumn series. Final meeting will open tomorrow (Tues.) at Rice Hotel, Houston, with Texas broadcasters gathering under chairmanship of Kenyon Brown, District 13 (Texas) director.

## RETMA Wins Award For Color Tv Work

MERGING of the electronic industry's color tv experiments into a single workable system, spearheaded by Radio-Electronics-Tv Mfrs. Assn., will be honored today (Monday) with presentation of the grand award of American Trade Assn. Executives.

The award will be presented in Los Angeles. ATAE selected RETMA for its "outstanding achievement in industry enterprise and cooperation." FCC acceptance of the color standards, developed cooperatively by the National Television System Committee under chairmanship of Dr. W. R. G. Baker, RETMA engineering dept. chairman, "would have been impossible" without RETMA's coordination of competitive industry elements, it was agreed. Directing RETMA's operations are Glen McDaniel, president, and James D. Secrest, executive vice president.

NTSC was set up in 1950. RETMA paid its operating expenses, amounting to over $80,000. The project involved vast sums in research and development and more than a million man hours in NTSC activity.

MOUNTAIN STATES broadcast group at the District 14 meeting in Denver includes (l to r): seated, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., tv guest; Frank Bishop, KFEL-TV Denver; standing, James D. Russell, KKTV (TV) Colorado Springs; Verle Bratton, KVOR Colorado Springs; Ralph W. Hardy, NARTB, and Ray Williams, KCSJ Pueblo, Colo. District 14 met Oct. 28-29.

## NARTB Nears Start Of Tv Count Service

### New meter, which is to ascertain time set is in use as well as station being viewed, will be field tested next week.

NEWLY-DEVELOPED meter, showing the time tv sets are in operation and the channels tuned, will be field tested starting next week as NARTB nears actual operation of a tv circulation service.

NARTB's Circulation Implementation Committee has reached the stage of in-the-home pre-testing of its plan of measuring tv viewing. If the present project is approved in January by the NARTB Tv Board, according to Committee Chairman Robert D. Swezey, WDSU-TV New Orleans, a separate all-industry television audit authority will be formed.

The authority will be financed by the industry on an independent basis and will conduct tv measurements on a permanent regular schedule, under the plan. It will work in cooperation with Television Bureau of Advertising (TvB), sales promotion project organized in the late summer and soon to start operation with officers and staff.

Both projects have been in the formative stage since they were conceived just two years ago by the NARTB Tv Board. The circulation authority will be set up when pre-testing operations are concluded and the mechanics have received Tv Board approval.

### Cross Check Planned

The meters, installed in receivers located in sample homes, will provide a check against a special interview technique developed for NARTB by Dr. Franklin Cawl. The Cawl technique has been approved by a research committee headed by Hugh Beville, NBC New York. Electronic manufacturers and research laboratories cooperated in developing the new type of meter, with over a hundred to be used in the tests.

Field-testing is under direction of the Alfred Politz research organization, with several communities to be used. The Politz firm has been training personnel to install meters in homes and to conduct interviews. The test in the first community will be completed by mid-December.

On the Implementation Committee for the television circulation study, besides Chairman Swezey, are: Clair R. McCollough, WGAL-TV Lancaster, Pa.; Campbell Arnoux, WTAR-TV Norfolk, Va.; Richard A. Borel, WBNS-TV Columbus, Ohio; Kenneth L. Carter, WAAM (TV) Baltimore; Harold Hough, WBAP-TV Fort Worth; Ward Quaal, Crosley Broadcasting Corp., Cincinnati; Paul Raibourn, KTLA (TV) Los Angeles; J. Leonard Reinsch, WSB-TV Atlanta; Donald W. Thornburgh, WCAU-TV Philadelphia; and Lee B. Wailes, Storer Broadcasting Co., Miami Beach, Fla.; and the following members of the Research Subcommittee: Mr. Beville, NBC; Donald Coyle, ABC; Edward R. Eadeh, DuMont; Oscar Katz, CBS.

## APBO Elects Long President

ELECTION of Chet Long of WBNS Columbus, Ohio, as president of the Associated Press Broadcasters of Ohio has been announced by the association. Elections were held Oct. 21 at a dinner and clinic conducted by the association to consider news and feature sales problems. Others elected included Gene Trace, WBBW Youngstown, and Robert C. Fehlman, WHBC Canton, vice presidents; R. W. Mack, WIMA Lima, secretary, and Walter Furniss, WCOL Columbus, treasurer.

# TOA MEET WARNED OF PAY TV THREAT

**Convention delegates are told theatres have been slow to develop 'mighty' potential of theatre television.**

THE "FIRST BIG PUSH" of the television networks with their extravaganzas and spectaculars has been "repulsed" by the motion picture industry, but theatres have been "exceedingly slow" in developing the "mighty potential" of closed-circuit or theatre tv, the nation's movie exhibitors were told in Chicago last week.

Over 10,000 delegates to the annual Theatre Owners of America convention were pictured as victims caught in a "deep flanking movement to disrupt our sources of picture supply and immobilize our patrons in their homes through metered tv." The villains, it was made plain, were the networks and proponents of toll television.

E. D. Martin, president of Martin Theatres of Georgia Inc., which owns majority interest in WDAK-AM-TV Columbus, Ga., and minority interest in WJBF-AM-TV Augusta, Ga., was elected new TOA president.

Mr. Martin is vice president of Television Columbus (WDAK-TV) and a director of Georgia-Carolina Broadcasting Inc. (WJBF-AM-TV). He succeeds Walter Reade Jr., Georgia-New Jersey theatre owner.

The TOA convention was held Monday through Thursday at the Conrad Hilton Hotel in conjunction with a trade show involving the Theatre Equipment & Supply Mfrs. Assn., Theatre Equipment Dealers Assn. and International Popcorn Assn.

A keynote address by Pat McGee, Cooper Foundation and TOA vice president, glossed over the "many immediate dangers" inherent in any FCC approval of box office television.

### Tv Issue

The tv issue was pinpointed primarily in a TOA theatre television committee report by co-chairmen S. H. Fabian and Mitchell Wolfson, the latter co-owner of Wometco Theatres and WTVJ (TV) Miami, Fla. The committee warned that, should the Commission give the "green light" to any of the tv toll systems—advocated by Zenith Radio Corp., Skiatron Inc. and International Telemeter Corp.—"it would be an attempt to eliminate the middleman—every exhibitor in the United States."

"This is just a shadow on the tv horizon—but it is a grave threat and discussions are now under way to crystalize exhibitor opinion and mobilize against such destructive franchises," the report said. It evidently referred to the formation of the Committee on Toll Tv headed by Alfred Starr and Truemann Rembusch, which was formed in Chicago a fortnight ago.

Any official connection with TOA itself is denied, however, by the toll unit, which was organized to fight subscription tv, ostensibly for the purpose of preserving free home television. The move drew heated reactions from E. F. McDonald Jr., president of Zenith, advocate of the phonevision method. (See separate story.)

The Fabian-Wolfson theatre tv unit committee reminded owners and exhibitors that "we have suffered the loss of a considerable number of theatres" because of commercial network tv competition "but our main positions are still intact." Closed-circuit operation was described as a means of recouping lost patronage lured by "free tv" and for additional revenue.

With respect to the networks the group said: "To the better films which are being reissued to tv, the networks have been aiming to further increase their draw by adding "spectaculars" to their programs. While thus far they have had expensive failures it would be foolish to assume that these competent showmen will not be able to lick this problem and build bigger ratings to justify the huge costs."

Cited as bottlenecks to greater growth of theatre tv are lack of seating capacity, programs and facilities, "but the greatest obstacle is the lack of exhibitor vision and enthusiasm for these sources of revenue." The committee noted that the theatre industry has been merely "marking time" the past year on entertainment and commercial closed-circuit tv ventures.

More seats would be needed, for example, to draw the World Series games away from ball clubs in preference to home video. Regional closed-circuit telecasts of football was strongly suggested. All sports could gravitate to theatres if promoters can be convinced of greater revenue than they could expect from the networks, it was explained.

## Toll Tv Endangers Free Tv, Starr Says

FREE TV has "never been the threat to theatres" that toll tv is to commercial television and it is "inconceivable" that the FCC would ever approve any home subscription methods, a leading officer of the Theatre Owners of America asserted last week.

Alfered Starr, honorary chairman of TOA's board of directors and head of its executive committees, told B•T Wednesday that eventually "no television can resist the temptation or necessity to give in to subscription tv" if it gains a hold in American households. And if it does, he added, viewers will desert free tv in droves, spelling the end of commercial video.

Mr. Starr, former TOA board chairman and associated with Bijou Amusement Co., Nashville, is co-chairman of the Committee on Toll Tv, recently organized to fight pay-as-you-see interests. Organization of the group drew protests from E. F. McDonald Jr., president of Zenith Radio Corp., proponent of Phonevision [B•T, Oct. 25]. Mr. Starr said the new group would serve as a public information or alerting unit and would not be active beyond that function. He stressed it has no official connection with TOA.

Mr. Starr emphasized that the present conflict is not between subscription and theatre television but between toll tv and theatres generally. He noted that closed-circuit telecasts in theatres do not utilize public facilities licensed by the FCC.

## Mid-Atlantic Associations Plan Joint Baltimore Meet

TWO Mid-Atlantic groups, heeding suggestions that industry meetings be combined, will hold a joint session next Friday. The groups are Maryland-D. C. Radio-Tv Broadcasters Assn. and Chesapeake AP Radio-Tv Assn. They meet at the Emerson Hotel, Baltimore.

Selling of radio-tv news will provide the discussion theme, with five panels scheduled, according to Joseph L. Brechner, WGAY Silver Spring, Md., president of the Maryland-D. C. association. Robert C. Embry, WITH Baltimore, is chairman of the AP association. Thad Brown, NARTB tv vice president, will address the luncheon on "Freedom to Broadcast."

## Illinois Assn. Plans Study Of Tv Sports Rights Fees

A THREE-MAN committee to work with the U. of Illinois on uniform tv charges for telecast rights to athletic events was formed by the Illinois Broadcasters Assn. the past fortnight.

Legislative and political broadcast problems and a suit challenging the right of the U. of Illinois to use state funds for a new tv outlet in Champaign were among the other topics on the IBA agenda during its fall meeting in Springfield Oct. 27-28.

Harold Dewing, WCVS Springfield, was elected president, succeeding Robert Burow, WDAN Danville. Other officers elected were Joseph Bonansinga, WGEM Quincy, vice president; Tom Land, WFIW Fairfield, secretary-treasurer, and Warner Tidemann, WJBC Bloomington, director for a three-year term.

Appointed to the special sports committee were Messrs. Burow and Land and Milton Friedland, WICS (TV) Springfield. Merrill Lindsay, WSOY Decatur, covered the tv rates question in his report on sports.

Controversy over use of state monies to finance construction and operation of educational WTLC (TV) on ch. 12 in Champaign-Urbana was discussed by Leslie C. Johnson, WHBF-TV Rock Island, in a report on IBA's tv committee activities. He recounted IBA support of a suit entered by an Evanston (Ill.) taxpayer, Stephen Turkovich, opposing an allocation of $24,000 from the U. of Illinois' 1954-55 budget for tv. The suit was filed at Circuit Court in Springfield over a month ago and the university has not yet submitted an answer.

Vincent T. Wasilewski, NARTB's chief attorney, spoke on political broadcast problems, tracing recent developments at the government and NARTB district meeting levels.

NEW OFFICERS elected by Illinois Broadcasters Assn. are (l to r) Tom Land, WFIW Fairfield, secretary-treasurer; Joseph Bonansinga, WGEM Quincy, vice president; Harold Dewing, WCVS Springfield, president, and Warner Tidemann, WJBC Bloomington, who was elected a director for a three-year term.

# WICHITA'S FIRST and ONLY VHF

# KAKE-TV Channel 10

ABC BASIC

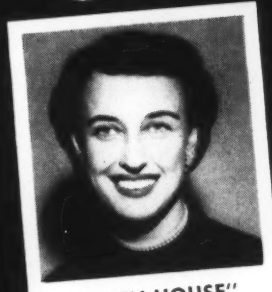
The KAKE MAN Sells Kansas

now selling

# WICHITA

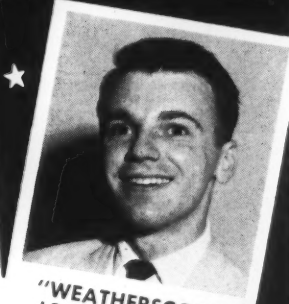
*and the Million in a Billion-Dollar, 42-County Market*

## Plus STRONGEST LOCAL PROGRAMMING



**"OPEN HOUSE"**

**ETHEL JANE KING** for thirteen years Kansas' most popular women's commentator.



**"WEATHERSCOPE"**

**JOHN FROOME'S** "Weatherscope" gives a picture of tomorrow's weather in a fresh and original way.

**"DEPUTY DUSTY"**

**DUSTY HERRING** real cowhand and genuine deputy, corrals the junior cowpoke trade.

**"WHAT'S THE SCORE"**

**JACK MILLER** former coach, sports editor and athletic official, reports the world of sports.

**"NEWSREEL"**

**GUY RUNNION** and News are synonymous... sixteen years in top, regional radio and west coast television.

## with Kansas' GREATEST POWER (316,000 WATTS)
## and Kansas' HIGHEST TOWER (1,079 FEET)

## TRADE ASSNS.

### N. J. Broadcasters Meeting Starts Today in Newark

ANNUAL convention of the New Jersey Broadcasters Assn. will be held today (Monday) and tomorrow at the Essex House in Newark. The Bremer Broadcasting Corp., owner and operator of WAAT-AM-FM and WATV (TV) Newark, will serve as host to the meeting.

Robert B. MacDougall, educational director of WATV and WAAT, is chairman of the convention committee, and will be toastmaster at the dinner to be held tonight.

Everett Rudloff, president of the association and manager of WJLK Asbury Park, was to appear on Gov. Robert B. Meyner's weekly program on WATV last night (7-7:30 p.m. EST). Fred Bernstein, vice president of the group and general manager of WTTM Trenton, was to be a guest last night on WATV on its *New Jersey Legislative Report* (7:30-8 p.m. EST).

### Annual De Forest Dinner Held

SECOND annual dinner meeting of the De Forest Pioneers was held in New York last Wednesday night at the Fraunces Tavern Restaurant. The organization, composed of former employes of Dr. Lee De Forest, radio pioneer, was established to perpetuate the inventor's accomplishments in the communications field.

Some 150 of Dr. De Forest's former employes and their wives attended the meeting, which was highlighted by presentation to the inventor of a life membership certificate in the organization. Speakers included Dr. De Forest, and Dr. Allen B. DuMont, president of the Allen B. DuMont Labs, and John Hogan, president of Hogan Labs. Charles Rice, president of United Electronics Co. and vice president of the De Forest Pioneers, served as toastmaster in the absence of Adm. Ellery W. Stone, president of the organization.

### Maine Group to Hear Sterling

FORMER FCC Comr. George E. Sterling will address a joint meeting of the Maine Assn. of Radio-Tv Broadcasters and Advertising Associates of Maine, to be held tomorrow (Tues.) at the Eastland Hotel, Portland. The broadcaster group has 21 members.

### Repplier to Go Overseas

THEODORE S. REPPLIER, president of The Advertising Council, New York, last week was named one of three appointees to the newly-created Eisenhower Exchange Fellowships Inc., Cambridge, Mass., for study abroad. Although the appointment provides for a full year of travel and study, Mr. Repplier has accepted for only a six-month term. He will visit Great Britain, Central Europe and Southeast Asia to study information services in each area.

### U. of Wis. Conference Off

INDEFINITE postponement of the Nov. 12-13 U. of Wisconsin Radio-Tv News Editors Conference because of the illness of guest speaker Elmer Davis, has been announced by the university's department of journalism. Plans now are to hold the conference either next spring or fall.

## MILESTONES

### Broadcasting Observes Its 34th Anniversary

NATIONAL Radio & Television Week observance was begun around the nation yesterday (Sunday), tenth in the series that started with broadcasting's 25th anniversary in 1945. Official proclamations by local and state officials heralded the celebration of broadcasting's 34th birthday.

Principal event marking the industry observance of the week is the annual Voice of Democracy competition, with over 1,500 radio and tv stations broadcasting instructional programs for guidance of high school students. Over 5 million students have taken part in the contest since it was begun nearly a decade ago.

Cooperating in the contest management and sponsorship are NARTB, Radio-Electronics-Tv Mfrs. Assn., U. S. Junior Chamber of Commerce chapters around the country and the U. S. Office of Education. The contest ceremonies wind up during awards week, Feb. 18-25, when four national honors will be awarded scholarships along with trips to Washington and Colonial Williamsburg. James D. Secrest, RETMA executive vice president, is VOD committee chairman.

Harold E. Fellows, NARTB president, in a National Radio & Television Week message, said much credit for the broadcasting industry's 34 years of history "belongs to American listeners and viewers who have demonstrated an ever-increasing appetite for the information and entertainment radio and tv can deliver." He added, "I foresee no end to its road of progress."

### WSAB Promotes Radio-Tv

TO PROMOTE the current (Nov. 7-13) observation of National Radio & Television Week, the Washington State Assn. of Broadcasters has provided member stations with a tape recording of Gov. Arthur B. Langlie reading his official proclamation of the week. Also on the tape were congratulatory messages by other state officials. Stations were asked to obtain similar proclamations from their respective mayors, have them transcribed, and begin the celebration by airing the tapes.

MISSOURI Gov. Phil M. Donnelly affixes his signature to an official proclamation observing National Radio & Tv Week, Nov. 7-13, throughout the state. The document is signed in the presence of Catherine Roer, secretary-treasurer, Missouri Broadcasters Assn. and general manager, KWOS Jefferson City, state capitol.

## FACTS & FIGURES

### Radio, Tv Set Turnout Marks Highs in September

PRODUCTION of home radio sets in September ran 25% ahead of any previous month this year, according to nine-month factory figures compiled by Radio-Electronics-Tv Mfrs. Assn. Total output of radio sets of all types in September was the highest since March and the second highest figure for the year.

Tv set production in September neared 1 million sets, totaling 947,796 units. This set a new monthly high for tv, according to RETMA.

For nine months of 1954 the total tv output was 4,733,315 sets compared to 5,524,370 sets in the same 1953 period. September output of 947,796 tv sets was well ahead of the 770,085 manufactured in the same month a year ago. August output was 633,387 sets. September was a five-week work month. The previous high monthly tv set record was that of December 1952 when 921,086 units were produced.

Following are radio and tv set production by months for the first nine months of 1954:

| | Television | Home Sets | Portables |
|---|---|---|---|
| January | 420,571 | 271,036 | 46,571 |
| February | 426,933 | 233,063 | 98,275 |
| March (5 wks) | 599,606 | 244,110 | 206,130 |
| April | 457,608 | 165,232 | 175,424 |
| May | 396,287 | 173,480 | 174,735 |
| June (5 wks) | 544,142 | 226,350 | 141,904 |
| July | 306,985 | 150,002 | 39,447 |
| August | 633,387 | 280,607 | 74,713 |
| Sept. (5 wks) | 947,796 | 352,499 | 76,271 |
| | 4,733,315 | 2,096,379 | 1,033,470 |

| | Auto | Clock | Total Radio |
|---|---|---|---|
| January | 394,442 | 159,932 | 871,981 |
| February | 331,961 | 105,933 | 769,232 |
| March (5 wks) | 370,249 | 119,863 | 940,352 |
| April | 330,989 | 73,590 | 745,235 |
| May | 316,519 | 57,370 | 722,104 |
| June (5 wks) | 336,733 | 132,668 | 837,655 |
| July | 191,512 | 57,100 | 438,061 |
| August | 275,008 | 155,171 | 785,499 |
| Sept. (5 wks) | 296,327 | 207,226 | 932,323 |
| | 2,843,740 | 1,068,853 | 7,042,442 |

### 'Toast,' 'Lucy' Clinch Latest ARB Top Spots

THE TOP TWO tv programs in the country, both rating and viewerwise, were CBS' *Toast of the Town* and *I Love Lucy*, according to the latest American Research Bureau ratings. Figures are for the week of Oct. 7-13.

| | Program | Rating |
|---|---|---|
| 1. | Toast of the Town (CBS) | 52.3 |
| 2. | I Love Lucy (CBS) | 52.1 |
| 3. | Bob Hope (NBC) | 47.7 |
| 4. | You Bet Your Life (NBC) | 46.4 |
| 5. | Dragnet (NBC) | 44.0 |
| 6. | Jackie Gleason (CBS) | 41.0 |
| 7. | Godfrey and Friends (CBS) | 36.9 |
| 8. | I've Got A Secret (CBS) | 35.5 |
| 9. | G. E. Theatre (CBS) | 35.4 |
| 10. | Talent Scouts (CBS) | 35.3 |

| | Program | Viewers |
|---|---|---|
| 1. | Toast of the Town (CBS) | 47,420,000 |
| 2. | I Love Lucy (CBS) | 41,050,000 |
| 3. | You Bet Your Life (NBC) | 38,830,000 |
| 4. | Bob Hope (NBC) | 38,060,000 |
| 5. | Jackie Gleason (CBS) | 37,720,000 |
| 6. | Dragnet (NBC | 35,830,000 |
| 7. | Godfrey and Friends (CBS) | 28,800,000 |
| 8. | Private Secretary (CBS) | 27,170,000 |
| 9. | Talent Scouts (CBS) | 26,550,000 |
| 10. | Ford Theatre (NBC) | 26,270,000 |

### 1954 Compared to 1950

POPULATION estimates for the 48 states and the nation as a whole showed marked changes, with an increase of 6.3% for the nation as a whole between April 1, 1950, when the last census was taken, and July 1, 1954. In printing the official Census Bureau report [B•T, Nov. 1], the tabular listing for the 1950 census figures was incorrectly headed "April 1, '54."

# Voice Over

## "Voice of Firestone" brings great music, great stars to ABC-TV

Since June, this famous program has been coming to music lovers on a new network . . . ABC . . . a happy move that brings our viewers a fine orchestra and conductor (Howard Barlow), and many great artists: Ferruccio Tagliavini and Patrice Munsel, to name two. Distinguished company indeed . . . with whom we're proud to be associated in this and future years of progress.

*You're in smart company on* **ABC-TV** *American Broadcasting Company*

# Super Scooper

## Walter Winchell is back again . . . starts third year on ABC-TV

He's America's favorite newsboy and an ABC "exclusive." Has been for 23 years. This is his third year on ABC-TV . . . sponsored again, we're pleased to point out, by the Gruen Watch Company and American Safety Razor. Chalk up two more votes of confidence for ABC.

*You're in smart company on* **ABC-TV** *American Broadcasting Company*

# RADIO-TV'S NEWS REPORTING PROWESS AGAIN DEMONSTRATED DURING ELECTIONS

**Back-breaking schedules of quick, accurate reporting was the order of the day—and all night—for broadcasters. Herewith are reports to B•T on election night happenings.**

STRENGTH of radio and television in staying on "top of the news" was again demonstrated vividly last week as networks and stations provided speedy developments of elections returns around the country until the early hours of the morning.

CBS and NBC remained on the air until 6 a.m. EST Wednesday and ABC until 5 a.m. to present the latest tabulations in contests that had not been decided. Many local stations similarly continued broadcasting returns of local elections past the usual sign-off time. With many contests still undecided by Wednesday morning, networks and stations relayed latest news developments on critical races.

CBS News, in the first major operation of its recently-unified radio and television news facilities, started coverage at 9 p.m. EST Tuesday and remained on the air until 6 a.m. Wednesday. Bulletins and reports during regular news periods continued throughout Wednesday. Sig Mickelson, CBS vice president in charge of news and public affairs, supervised the 250-man team assembled by the network. CBS-TV's coverage was sponsored from 11 p.m. to conclusion by the Roto-Broil Corp. (Products Services Inc.) and the National Carbon Co. (William Esty Co.).

### NBC-TV's Four-Way-Split

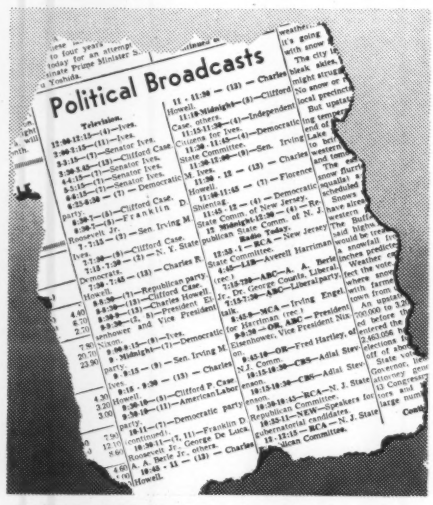
NBC-TV's all-night radio-tv coverage (9:30 p.m.-6 a.m. EST) was highlighted by its four-way, four-city split screen "editorial conference" (see box below). A nation-wide staff of 325 was pressed into service by NBC. William R. McAndrew, NBC director of news, served as supervisor of operations. Roto-Broil sponsored one-half of the period between 9:30 p.m. and 1 a.m. EST on NBC-TV.

ABC Radio and ABC-TV started broadcasting election returns at 11 p.m. and continued through 5 a.m. EST. ABC augmented its presentation of results with interviews either in person or on the telephone with many personalities involved in election races. John Daly, ABC's vice president in charge of news, special events, sports and public affairs, and Thomas Velotta, vice president and administrative officer for news, directed ABC's election night activities.

Mutual's coverage began at 9 p.m. EST and the network reported that it criss-crossed the country 216 times for pick-ups for up-to-the-minute election returns. Mutual News Chief Milton Burgh and News Manager George Brown were in charge of the news room. Arthur Feldman, special events director, coordinated the coverage.

DuMont provided no network coverage, but local stations carried news developments throughout the evening. On election eve DuMont's WABD (TV) New York presented what it called a "public service first" by feeding all but one of the New York area's network stations a telethon spotlighting Clifford Case, Republican senatorial aspirant in New Jersey. Starting at 6:30 p.m. EST and continuing at various times until midnight, WABD (TV) fed the audio portions of the program to WABC, WOR, WPIX (TV), WRCA-TV in New York and WATV (TV) Newark. The sponsor was the New Jersey Republican State Committee (Lewin, Williams & Saylor Inc.).

WMGM New York started broadcasting election returns at 9 p.m. EST and continued through the evening hours. Bill Lang, Ed Stokes and Bill Edmonds presented latest results, with election bulletins broadcast immediately and complete roundups given the last five minutes of every hour.




**RECOGNITION of the broadcast media's influence on last Tuesday's balloting is exemplified by this comprehensive listing of political appearances on radio-tv for the day, carried in last Monday's *New York World Telegram & Sun.***

Regular election coverage was begun by WPIX (TV) New York at 11:10 p.m. EST, but the station interrupted programs, starting in the late afternoon, to keep viewers abreast of developments. The station remained on the air until after 2 a.m. EST. John Tillman headed the election night staff.

WHLI Hempstead, L. I., emphasized the 13 congressional and New York state contests in Nassau County during its election night broadcasting schedule. WHLI stationed a staff of five reporters and engineers at the Nassau County board of elections and at local Republican and Democratic headquarters. The station also presented recorded interviews with winning candidates and party leaders.

WNHC-TV New Haven, Conn., supplied details on returns in three states—Connecticut, Massachusetts and the Long Island portion of New York—and utilized the services of more than 65 employes, who worked under the direction of Edward C. Obrist, manager. WNHC-TV also carried NBC-TV's telecast.

Sen. Irving M. Ives (R-N. Y.), candidate for governor, climaxed his campaigning Monday by appearing on television at least once in each of the 18 hours from 6 a.m. until midnight. The "Ives Telethon" was carried on five New York stations and seven upstate stations. His appearances were sponsored by the New York State Republican Committee.

NBC Chicago coverage was coordinated by William Ray, news and special events chief. WNBQ-TV started giving results at 8:30 p.m. CST and WMAQ at 9 p.m., with the last five minutes of every half hour set aside for Illinois and Chicago area reports.

NBC-TV Chicago served as the focal point for reporting results from a 14-state area, with Jim Fleming of NBC New York reporting. Alex Dreier handled commentary on radio network pickups from three states—Illinois, Indiana and Wisconsin. Emerson Drug Co. (Bromo-Seltzer) bought the five-minute segments on WNBQ and WMAQ.

CBS Chicago coverage by WBBM-AM-TV began at 8 p.m. CST, with the same format of five minutes for local returns. Election trends were reported by WBBM-TV until well after midnight. Bill Garry, newsroom manager, supervised a staff of 70 people on radio-tv operation. Radio remote pickups were aired from eight key locations in Illinois. WBBM-TV sent two crews out for remote pickups, along with its newsreel units. Local five-minute periods on radio were bought by Peoples Gas Light & Coke Co. and on tv by Standard Oil Co. of Indiana.

WGN-TV Chicago aired returns on various news shows and one-minute bulletins in the early evening hours, as well as late summaries and comprehensive wrap-ups from 11:45 p.m. beyond 1 a.m. Les Nichols and Spencer Allen handled returns. WGN set aside periods to supplement MBS news reports, starting at 8 p.m. Both WGN and WGN-TV interviewed winning candidates.

### ABC's Chicago Coverage

Similarly comprehensive coverage was provided by ABC-TV's o&o WBKB (TV) after 10 p.m. CST. Station supplemented regular network feeds with local reports by Paul Harvey, Ulmer Turner and others five minutes each half hour, starting at 10:25 p.m. ABC's radio coverage was supplemented by WLS Chicago with 15-minute election returns at various times.

Independent Chicago radio outlets—among them WIND and WCFL—aired periodic bulletins starting early in the evening.

WHAS-AM-TV Louisville covered President Eisenhower's pre-election visit for a fast-moving 70 minutes, using four announcers and 26 technicians. Victor A. Sholis, vice president and director of the stations, offered equal time to the Democratic party and carried a Democratic program at an equivalent hour.

WNBK (TV) Cleveland combined remote feeds from its area, working with its sister radio station, WTAM, to bring Ohio results in addition to NBC network service.

WADK Newport, R. I., had preceded the election with a series of free periods for candidates who were required to answer any question submitted by the audience.

KFXJ-TV Grand Junction, Colo., had its election initiation, joining in simulcasts with KFXJ. Correspondents from key cities fed regular reports, with over 100 persons working on the coverage. Rex Howell, president-general manager, introduced the program by taking viewers on a camera tour of the election setup.

WOI-TV Ames, Iowa, had the three gubernatorial candidates in its studios election eve, with viewers phoning in about 300 questions directed at the speakers.

WNHC-TV New Haven, Conn., coverage was directed by President Pat Goode, with Ed

## Four at Once Is First

NBC-TV claimed a television "first" when it presented a four-way editorial conference last Tuesday, using split-screen technique to show NBC newsmen discussing election trends from New York, Washington, Chicago and Los Angeles. The network said that NBC-TV's *Election Coverage—1954* (9:30 p.m. EST until conclusion) marked the first time a four-way instantaneous pickup from four cities had been attempted on television.

14th MARKET

MILWAUKEE AND WISCONSIN'S
NEW BIG TV STATION

MILWAUKEE

WTVW

12

ABC Basic and Dumont Networks

CHOICE AVAILABILITIES
NOW
TO REACH
ALL
600,000 PLUS
MILWAUKEELAND
SETS

Represented Nationally by Edward Petry Co.

Caputo handling election results. Service was described as the fastest in the station's six years of operation.

Special broadcasts of U. S. election returns were beamed in English by the U. S. Information Agency's Voice of America to Europe, the Near, Middle and Far East, and South America.

VOA employed 51 transmitters in the U. S. and overseas to deliver reports around the world, with coverage beginning at 8 p.m. Tuesday and continuing through to 5 a.m. Wednesday. A special newsroom was set up to receive reports from the major radio and tv networks and the wire services. VOA coverage was coordinated by Gene King, program manager.

On Tuesday night, VOA recorded talks from "name" commentators for use during its running commentary. Voice reporters were stationed at the national headquarters of both parties in Washington and special pickup interviews were made at New York State committee headquarters of the Democrats and Republicans. All day Wednesday VOA aired election results in 33 languages on its regular broadcasts.

Overseeing VOA activities were J. R. Poppele, VOA director; Mr. King; John Hogan, chief of special events; John Wiggin, deputy program manager, and Gene Kern, special assistant to the program manager.

VOA reports in key states were made through cooperation by: WCCO Minneapolis; WBZ Boston; WCSH Portland, Me.; WBAP Ft. Worth; WTTM Trenton, N. J.; WDEL Wilmington, Del.; KLZ Denver; KOIN Portland, Ore.; WHAS Louisville; WSM Nashville; WGAR Cleveland; WMBD Peoria; WKAR East Lansing, Mich.; WHA Madison, Wis.; WTIC Hartford, Conn., and KTFI Twin Falls, Idaho.

## GOP Got Equal Time Nixon Wanted—NBC

NBC said last week it had refused to grant a half-hour of "equal time" on radio-tv to Vice President Richard Nixon because the network already had given the time to the Republican National Committee.

"We do not understand the statement about the National Broadcasting Co. attributed to Vice President Nixon as quoted in today's press," said a statement by NBC President Sylvester L. Weaver Jr.

NBC had granted the GOP committee the 8-8:30 p.m. time Oct. 30 on radio and tv after Leonard Hall, chairman of the Republican National Committee, had protested against NBC's grant of a half-hour on both radio and tv the same evening, 8:30-9 p.m. (tv) and 10:30-11 p.m. (radio,) to the Democrats.

The grant to the Democrats had been made after Stephen Mitchell, Democratic National Committee chairman, asked "equal time" for a Democratic reply to telecasts earlier in the week of a Cabinet meeting featuring President Eisenhower and Cabinet members.

Vice President Nixon criticized NBC in a lengthy telegraphed release sent Oct. 31 to a reported 70 news outlets over the country.

The time granted to the GOP by NBC was used for speeches by Attorney General Herbert Brownell Jr., Secretary of Health, Education & Welfare Oveta Culp Hobby and Bertha Adkins, assistant to Mr. Hall. The half-hour allotted the Democrats was used for a talk by party leader Adlai E. Stevenson.

Mr. Weaver's statement said the vice president "evidently is misinformed about the situation."

# SENATE, HOUSE REINS GO TO DEMOCRATS

**Magnuson is slated to succeed Bricker on the Senate Commerce Committee while Priest is set to take over from Wolverton in the House.**

TUESDAY's Democratic victories in the Senate and House mean that all-important chairmanships of standing committees in both houses will go to ranking Democrats in the 84th Congress which convenes next Jan. 5. Democrats will head and hold majorities on several committees which will handle legislative proposals affecting radio and television.

Sen. Lyndon B. Johnson (Tex.), whose wife owns KTBC-AM-TV Austin, Tex., would succeed Sen. William F. Knowland (Calif.) as Senate majority leader. Rep. Sam Rayburn (Tex.), who is an uncle of FCC Comr. Robert T. Bartley, would replace Rep. Joseph Martin (Mass.), as House speaker.

### SENATE

Sen. Warren Magnuson (Wash.), as ranking Democrat on the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over most radio-tv legislation, would be chairman, succeeding Sen. John W. Bricker (Ohio), present chairman (see story, page 48). Sen. Magnuson becomes the committee's ranking Democrat in the new Congress with the retirement of Sen. Edwin C. Johnson (Colo.), who leaves the Senate to become governor of Colorado after winning that office last Tuesday. Sen. Bricker would be ranking Republican.

Sen. Theodore Francis Green (R. I.) would head the Senate Rules & Administration Committee, succeeding Sen. William E. Jenner (Ind.). A Rules subcommittee, headed by Sen. Jenner, has been holding hearings on questions involving congressional committee procedures, among them whether radio and tv should be allowed free access to open hearings.

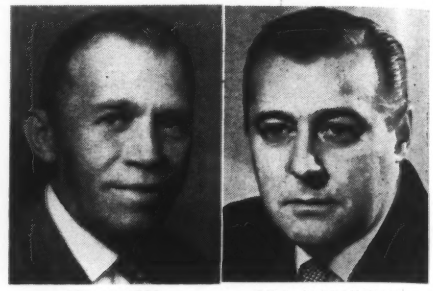
Sen. Harley M. Kilgore (W. Va.) would succeed Sen. William Langer (N. D.) as chairman of the Senate Judiciary Committee, a subcommittee of which, under chairmanship of Sen. Robert C. Hendrickson (N. J.), has been investigating the possible effect of television programming upon juvenile delinquency.

Sen. Kilgore during the first session of the 83d Congress sharply criticized what he called a "threat of a developing monopoly in communications," and asked the Justice Dept., the Senate Commerce Committee and a Judiciary subcommittee to look into mutual ownership of radio and tv outlets. He also criticized ownership by the same interests of radio or tv outlets and newspapers.

Sen. Harry F. Byrd (Va.) probably would become chairman of the Senate Finance Committee, which handles tax matters, succeeding Sen. Eugene D. Millikin (Colo.). Although Sen. Walter F. George (Ga.) is ranking Democrat on the Finance Committee, he is expected to relinquish chairmanship of the group in favor of heading the Senate Foreign Relations Committee, where he also is ranking Democrat.

Sen. John L. McClellan (Ark.) is in line to head the Senate Government Operations Committee, and as such probably would also be chairman of the related Senate Permanent Investigations subcommittee, both presently headed by Sen. Joseph R. McCarthy (Wis.).

Sen. John J. Sparkman (Ala.) would succeed Sen. Edward J. Thye (Minn.) as chairman of the Senate Select Small Business Committee. Sen. James O. Eastland (Miss.) would become chairman of the Senate Special Internal Security subcommittee, succeeding Sen. Jenner.



REP. PRIEST SEN. MAGNUSON

### HOUSE

Heading the list is J. Percy Priest (Tenn.), House Interstate & Foreign Commerce Committee, succeeding Rep. Charles A. Wolverton (N. J.), who would become ranking minority member.

Rep. Emanuel Celler (N. Y.) is in line to head the House Judiciary Committee, replacing Rep. Chauncey W. Reed (Ill.). Rep. Celler is a vociferous opponent of the Bryson Bill on liquor advertising introduced in the 83d Congress, and criticized the House Commerce Committee's report on it.

Rep. Howard W. Smith (Va.) would be chairman of the House Rules Committee, succeeding Rep. Leo E. Allen (Ill.). Under jurisdiction of this committee would come any rules on admission of radio-tv to congressional hearings.

Rep. Jere Cooper (Tenn.) would be head of the House Ways & Means Committee, succeeding Rep. Daniel A. Reed (N. Y.). This committee handles tax matters.

Rep. Francis E. Walter (Pa.) would succeed Rep. Harold H. Velde (Ill.) as chairman of the House Un-American Activities Committee. This committee, in its hunt for Communists, has investigated a number of radio and tv writers, producers, personalities and others in the radio and tv field. Rep. Walter has said his first action would be to request the committee be disbanded.

All the respective House GOP chairmen were re-elected.

## Double Duty

COMPLEX system of local cut-ins during the nationwide election eve speech by Adlai Stevenson last Monday night enabled statewide candidates in 35 states to make three-minute appeals directly to their own voters in the middle of the national broadcast.

Arranged by M. S. Novik, special consultant to the Democratic National Committee, the quarter-hour broadcast on CBS Radio provided for mid-show cut-ins during which, in each of 35 states, the Democratic candidate for governor or U. S. Senate spoke over a statewide network composed of all CBS Radio affiliates carrying the Stevenson speech in that state.

Spokesmen said it was the first time such cut-ins had been made in mid-program rather than at the end of the national broadcast, and that the number of stations in the various cut-in networks ranged from two to thirteen. For the benefit of stations in states having no local statewide contests, Mr. Stevenson continued with his own speech during the cut-in period.

# the other member of MORE families

In the past year, an average of 300 new TV sets were installed every day in the 62 county area served best by WCCO-TV. Channel Four now reaches 511,000 Minnesota-Wisconsin homes.

These new television viewers naturally joined the growing WCCO-TV family circle. In Minneapolis-St. Paul, the average WCCO-TV advertiser—regardless of time or day—reaches*

- 7500 more families than the average of Station B—a bonus audience the size of Austin, Minnesota.
- 14,000 more families than the average on Station C—a bonus audience the size of La Crosse, Wisconsin.

Ask Free & Peters how to get this family bonus for you.

*September Telepulse

**WCCO-TV**

The other member of the family
**MINNEAPOLIS-ST. PAUL**

**CBS**

# PRIEST QUESTIONS BRYSON BILL

## Likely Democratic successor to head the House Commerce Committee says he does not favor network regulation.

REP. J. PERCY PRIEST (D-Tenn.), heir apparent to the chairmanship of the House Interstate & Foreign Commerce Committee under Democratic organization of that chamber in the coming 84th Congress, doubts the constitutionality of the "Bryson bill approach" to regulation of liquor advertising on radio and tv.

In a statement issued to B•T Wednesday, Rep. Priest said some types of advertising considered objectionable have been "eliminated or modified on a voluntary basis." He said he also does not think much of the idea of network regulation by the FCC.

Remarking on the Bryson bill of the 83d Congress, Rep. Priest said:

"I have always held grave doubts as to the constitutionality of the Bryson bill approach to the question of the regulation of beverage alcohol advertising. I expressed these doubts at the time of the hearings (last spring) on the bill. At the same time I have felt and still feel that this is a matter which may very properly require additional studies by the committee based on reports requested at the close of the last session. It is a matter also which in my opinion requires a continuing study by the industries involved. Some types of advertising which a majority of the committee felt were objectionable have been eliminated or modified on a voluntary basis and that is commendable." NARTB's Tv Code Board has been doing a "very excellent job" in this respect, he added.

### Suggests Caution

On FCC regulation of networks, he said:

"My general feeling is that Congress should be cautious concerning network regulation so long as there is individual station regulation."

The Tennessee Democrat summed up his philosophy in communications this way:

"In general I have always felt there should be a maximum of freedom (for stations) to operate in the public interest with a minimum of regulation, and above all, that statutes and regulations issued pursuant thereto should be so clear and concise that the broadcaster will not have to be guessing all the time just where he stands."

Rep. Priest said he intends to appoint standing subcommittees, subject to the approval of the full committee. One of these would specialize, at least part of the time, on problems in the communications field. The House Commerce Committee has had no standing subcommittees since before the 80th Congress.

## How Broadcasters Fared in Elections

THE LINEUP of senators, congressmen and other officials who have interests in radio and television changed very little with the elections last week.

Rep. Frazier Reams (Ind-Ohio), who owns controlling interest in WTOL Toledo, lost his seat to Thomas L. Ashley, Democrat.

Former U.S. Sen. Ernest W. McFarland, Democrat, was elected as governor of Arizona. Mr. McFarland, active in radio-tv legislation (e.g., McFarland Amendment to the Communications Act) before losing his Senate seat in 1952 to Sen. Barry Goldwater, Republican, won the Arizona gubernatorial race over incumbent Gov. J. Howard Pyle, Republican.

Both Governor-elect McFarland and Gov. Pyle hold broadcast interests. Mr. McFarland is 40% owner of KTVK (TV) Phoenix (ch. 2), scheduled to be that city's third tv outlet, with target date unknown. Gov. Pyle is a minority stockholder in KTAR Broadcasting Co., licensee of KTAR Phoenix and 85.8% of KVOA-AM-TV Tucson, 98% of KYUM Yuma and 95.2% of KYCA Prescott, with the company's purchase of KTYL-TV Mesa pending before the FCC.

Broadcast interests of others:

Sen. Lyndon B. Johnson (D-Tex.), expected to be Senate majority leader—his wife owns KTBC-AM-TV Austin, Tex.

Sen. Prescott S. Bush (R-Conn.)—stockholder and former director in CBS Inc.

Sen. Robert S. Kerr (D-Okla.)—stockholdings in WEEK Peoria, Ill., and in KVOO-TV Tulsa, which has a December 1954 target date.

Sen. William F. Knowland (R-Calif.), current Senate majority leader—family has stockholdings in *Oakland* (Calif.) *Tribune*—(KLX-AM-FM).

Rep. Harris Ellsworth (R-Ore.)—interests in KRNR Roseburg, KFLW Klamath Falls and KYJC Medford, all Oregon.

Rep. Richard W. Hoffman (R-Ill.)—owner of WHFC and WEHS (FM) Chicago.

Rep. Alvin E. O'Konski (R-Wis.)—owner of WLIN and WOSA (FM) Merrill, Wis.

Rep. Alvin M. Bentley (R-Mich.)—vice president and part-owner of WKNX-AM-TV Saginaw, Mich.

Rep. L. H. Fountain (D-N. C.)—associated with ownership of WCPS-AM-FM Tarboro, N. C.

Rep. Dean P. Taylor (R-N. Y.), part-owner of WROW-AM-TV Albany, N. Y.

# BEER-WINE ADS UPHELD IN VOTE

OVERWHELMING defeat of a Washington State initiative measure to prohibit beer and wine advertising on television was registered by state voters at the polls Tuesday.

Elroy McCaw, KELA Centralia, president of Washington State Assn. of Broadcasters, attributed defeat of Initiative 194 to the "aggressive campaign waged by all media—radio, television, newspaper and outdoor." The almost three-to-one defeat was based on a vote of 186,738 for the prohibition and 551,051 against with 4,331 precincts out of 4,686 reporting.

Initiative 194 would have banned beer and wine advertising on state television stations from 8 a.m. to 10 p.m.

Mr. McCaw said the censorship issue was a major factor in the measure's defeat as was the "first step toward prohibition" angle.

The Washington victory has "vast national significance" since the "Bryson battle continues," according to Henry Owen, KING Seattle, co-chairman of a steering committee set up by WSAB to fight Initiative 194. W. W. Warren, KOMO Seattle, also a co-chairman of the group, saw the Washington State victory as a "clear indication that the viewer wants as little tampering with his television fare as possible. We believe the viewer considers himself thoroughly competent to decide what he wants to see and when he wants to see it."

Carl Downing, WSAB manager, said defeat of the measure "clears the atmosphere" as far as beer and wine advertising in other media, including radio, is concerned.

# WISC. VOTERS VETO TAX-SUPPORTED TV

## Referendum draws 2 to 1 negative response to question of whether or not the state should provide a tax-supported, noncommercial educational tv network for Wisconsin.

WISCONSIN voters are overwhelmingly opposed to the establishment of any non-commercial, educational tv network in that state as supported by the taxpayers themselves.

That was the gist of a special advisory referendum taken in last Tuesday's elections in that state. Outcome of the balloting was construed as the death knell for a proposed statewide educational tv network of some 12 stations to be supported out of public taxes. The results will be referred to the Wisconsin legislature, which has been studying the issue and which originally voted for an experimental educational tv project. It is not binding on the assembly, however.

On the basis of nearly 1½ million ballots, voters rejected the project by a margin of better than two-to-one. Voters were asked on their ballots . . . "Shall the State of Wisconsin provide a tax-supported, statewide non-commercial educational television network?"

FCC has allocated 12 educational tv channels throughout Wisconsin, including one on ch. 10 in Milwaukee, for which an application had been filed by the State of Wisconsin and Milwaukee Vocational School. Others have been allocated for Chilton, Marinette, Richland Center, LaCrosse, Adams, Wausau, Eau Claire, Shell Lake, Park Falls and Superior-Duluth.

Only educational outlet now on the air in Wisconsin is WHA-TV, licensed to the State Radio Council, which went on the air this past May as an experimental educational tv venture under the watchful eye of the state legislature.

Project has been supported by the Wisconsin Citizens Committee for Educational Tv, headed by Milo K. Swanton, chairman of the Wisconsin Agricultural Cooperatives, and State Radio Council, with H. B. McCarty, U. of Wisconsin (WHA Madison), as director. The council was authorized in 1953 to handle research on a statewide network.

Fighting the project is the Wisconsin Committee on State-Owned Tax-Supported Television headed by Tom Hayes. It came out with a report opposing the network. The proposed network has commanded widespread controversy and discussion among various organizations throughout Wisconsin, including members of the Wisconsin Broadcasters Assn.

## Mitchell Protests

DEMOCRATIC National Chairman Stephen A. Mitchell said last week he would ask the FCC and Congress to investigate the possibility of legal action against stations which carried a Republican campaign radio spot that injected communism into the election campaign.

The spot, which was distributed by the Republican Congressional Campaign Committee, included a voice purporting to be that of a Russian official urging voters to "defeat the Republican candidates," according to Mr. Mitchell.

Mrs. L. B. Wilson

and the staff

of

WCKY Cincinnati

Gratefully Acknowledge

the Many Expressions

of Sympathy

Received on the passing

of L. B. Wilson

# SENATE MEETS ON McCARTHY, BUT BROADCAST ISSUES LOOM

**Broadcasters will be watching such issues as the Bricker probe and the McConnaughey nomination, with Democrats, victorious at the polls, likely to try to flex muscles for new role in government.**

WHEN the Senate convenes today (Monday), ostensibly to decide yea or nay on a motion to censure Sen. Joseph R. McCarthy (R-Wis.), the eyes of broadcasters will be on that body of Congress—but for some very different reasons:

**1.** Democratic senators, infused with the glow of victory—however scant—at the polls, can be expected to start trying on for size the cloak of authority they were accorded for the next Congress at Tuesday's elections.

**2.** They might just begin by trying to block Senate confirmation of the nomination of FCC Chairman George C. McConnaughey, a Republican, who right now is serving under an interim appointment. The White House has indicated all the President's interim appointments will be sent as nominations to the Senate session which begins today.

**3.** Sen. John W. Bricker and his GOP colleagues on the Senate Commerce Committee, aware that the Democrats are pretty certain to take over Senate Committees in the 84th Congress, may be unwilling to go along on Sen. Bricker's investigation of the networks with the same fervor previously evinced by the Ohio Republican.

It will not be surprising if a battle ensues along party lines in the event Comr. McConnaughey's nomination is thrown into the Senate hopper. Many Democrats have criticized what they call a lack of bipartisan government in the Eisenhower Administration. And they can point to the FCC as an example, with its two Democratic members, four Republicans and one Independent.

Comr. McConnaughey's appointment terminates automatically at the end of the present Senate session, and if his nomination has not been received and confirmed by the Senate by the session's end, he would have to be reappointed by the President. In the case of such a reappointment he would serve without pay until confirmation of his nomination in the next session of Congress or until money due him is appropriated by the 84th Congress. The President, of course, could nominate any other person for the FCC post.

Senate machinery setting up the McCarthy censure session provides for adjournment *sine die* before Dec. 25.

Comr. McConnaughey's nomination could possibly cause a Republican-Democrat scuffle before being considered on the Senate floor, since it first must be cleared by the Senate Commerce Committee.

It has been reported Chairman Bricker intends to leave Washington Wednesday with the Joint Senate-House Atomic Energy Committee on an inspection tour in Australia. This would leave Senate Commerce Committee membership balanced off with seven Republicans and seven Democrats, which could lead to an impasse in any committee vote along party lines on Comr. McConnaughey's nomination, although Sen. Andrew F. Schoeppel (R-Kan.), as next ranking Republican would act as committee chairman.

If the Senate session lasts until Nov. 22, the Senate Commerce Committee will be faced with a Republican vacancy. This is the date Nebraska election returns are certified and Sen. Eva Bowring (R-Neb.) relinquishes her Senate seat to Mrs. George P. Abel (R-Neb.), who was elected last Tuesday to complete the unexpired term of the late Sen. Dwight Griswold, replacing Sen. Bowring in the Senate until the unexpired term ends Jan. 3, 1955. Rep. Carl T. Curtis (R-Neb.) will begin the new term with the new Congress as senator.

The seat of Sen. Edwin C. Johnson (D-Colo.) on the committee will be vacant at the end of his term Jan. 3. Sen. Johnson retires from the Senate to become governor of Colorado, a post he won in the Tuesday elections.

Sen. Bricker, asked in Washington last Thursday whether he intends to press forward with his Senate Commerce Committee probe of the networks in view of the Democratic victories, replied: "I haven't had time to think about it." Back in Washington early to attend hearings by the Joint Senate-House Atomic Energy Committee, Sen. Bricker said he had no further comment and would be too busy with the atomic hearings to issue an immediate statement on his intentions regarding the networks and the uhf-vhf situation.

Sen. Warren G. Magnuson (D-Wash.), slated to succeed Sen. Bricker as chairman of the Senate Commerce Committee in the next Congress, said Thursday at his Seattle headquarters that he had no immediate comment on Democratic intentions regarding the investigation. "Wait until I get there (Washington) Monday," he said.

Rep. J. Percy Priest (D-Tenn.), who would head the House Commerce Committee under the Democratic setup in the 84th Congress, said Wednesday that he did not favor regulation of networks as long as individual stations are under FCC regulation (see story, page 46).

Robert F. Jones, former Ohio Congressman and FCC member (1947-52), who heads the Bricker investigation as majority counsel, declined to comment on whether he would accept the position of minority counsel if the Democrats continue the probe in any form. "We'll cross that bridge when we come to it," he said, indicating that the committee invesigation staff "has a job to do" and that it will be "two or three months" before the Democrats take over.

Harry M. Plotkin, former FCC assistant general counsel and now minority counsel on the investigation staff, similarly would not comment on whether he would accept the post of majority counsel if the probe were continued by a Democratic committee. "Anything I say would look presumptuous," he said.

## Doerfer Talks in Chicago; Hyde Off to Mexico City

LEGALITY of community antenna tv systems will be discussed by FCC Comr. John C. Doerfer Wednesday before the annual convention of National Assn. of Railroad and Utility Commissioners at Chicago's LaSalle Hotel. He has been doing considerable research on that subject during the past several weeks. Comr. Doerfer expects to return to Washington Wednesday night.

Only other Commissioner who is to be away from his desk this week is Comr. Rosel H. Hyde, who left last Wednesday by plane for Mexico City along with other members of the U. S. delegation for a conference with Mexico which was to begin Thursday on a proposed bilateral agreement affecting standard broadcasting assignments in the two countries [B•T, Nov. 1].

About two dozen industry observers from the U. S. are attending the Mexico City meeting. The conference, in effect, is the final phase of the 1950 North American Regional Broadcasting Agreement, to which Mexico was not a signatory. The U. S. Senate has not ratified the 1950 NARBA.

## WNYC APPEALS FCC REFUSAL OF 5 KW

WNYC New York, owned by the City of New York, appealed to the U. S. Court of Appeals in Washington last week against an FCC decision which forbids it to use a 5 kw transmitter.

Station, which is licensed for 1 kw on 830 kc limited time, asked the Commission at the beginning of this year for permission to install a 5 kw transmitter—to be operated at 1 kw during regular broadcast periods and at 5 kw during Conelrad operations. WNYC is a key station in the Conelrad service in the New York area. The request also asked for a waiver of Sec. 3.41 which limits stations with 500 w to 1 kw power to transmitters with a rating of not higher than 1 kw.

The FCC disapproved this request last April and reaffirmed the disapproval last September [B•T, April 26, Oct. 4]. It said there was nothing to prevent WNYC from buying a 5 kw transmitter for Conelrad purposes, but that it had to stay within the limits of the regulation for regular operation.

WNYC's argument is that a strict adherence to the rule penalizes it (and the taxpayers of the city) in not permitting it to buy one transmitter for both regular operation and Conelrad. Otherwise, the petition said, WNYC must buy a 5 kw transmitter and also a 1 kw transmitter (since the present 1 kw transmitter needs replacing), which will be more expensive than buying a single 5 kw transmitter.

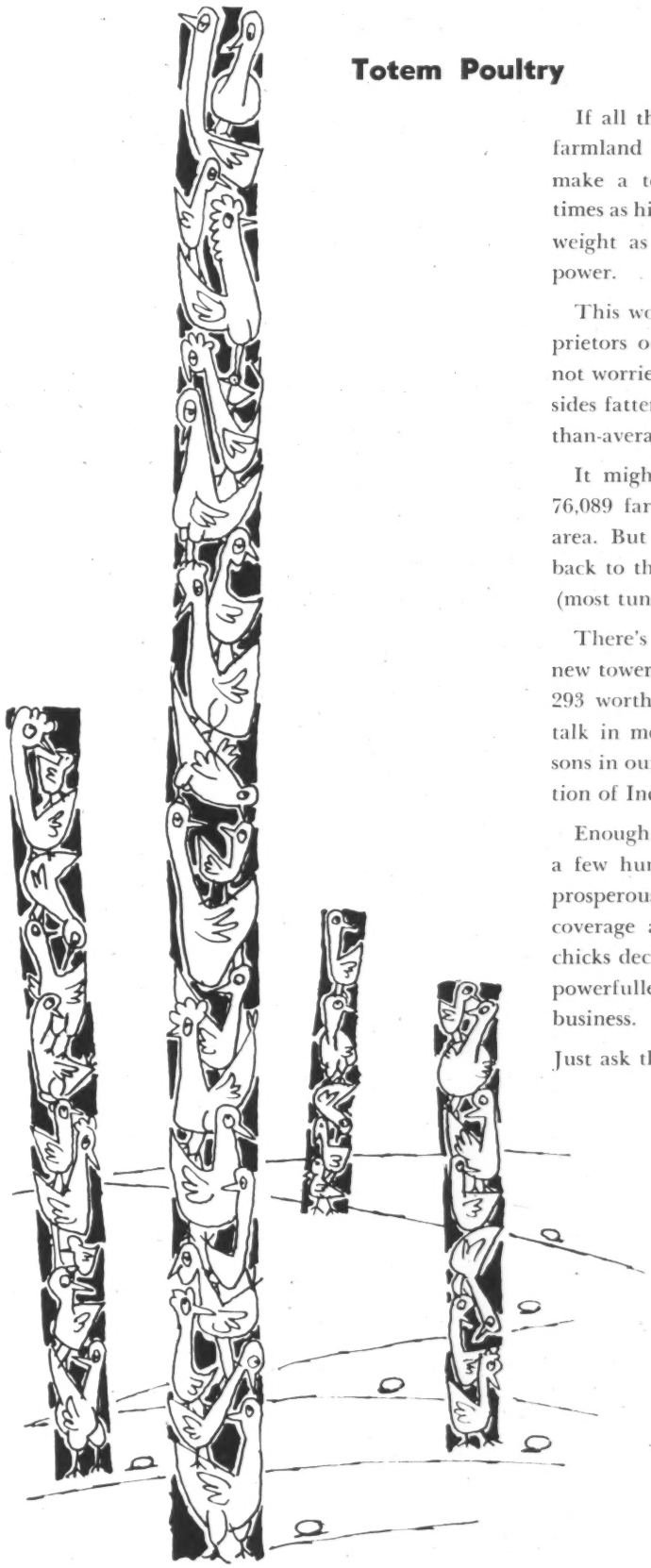
The alternative, WNYC said, is to operate regularly and during a Conelrad alert at 1 kw. This would limit the station's ability to protect the lives and property of its citizens during an emergency or disaster, it said.

This is arbitrary and capricious, the statement said. The Commission's decision has no basis in "necessity, reason or justification," WNYC said. The decision serves no public or private interest, it added.

WNYC said also that the FCC's decisions were made without a hearing "and without due process," and are an "abuse" of its discretionary powers. It asked that the court reverse the Commission and order it to permit the installation of a single 5 kw transmitter.

## Ike's Communications Unit

SPECIAL Cabinet committee on telecommunications policy and organization was named Thursday by President Eisenhower to handle problems involved in foreign communications. Domestic radio and tv broadcast services are not included in the committee's operations. Arthur S. Flemming, director, Office of Defense Mobilization, was named to head the committee. Other members are Secretary of the Treasury George M. Humphrey and Secretary of Commerce Sinclair Weeks.



## Totem Poultry

If all the 5,585,452 chicks resident in Indianapolis' rich farmland countryside were laid one atop the other, they'd make a totem poultry 1,396,363 feet tall—roughly 1,370 times as high as WFBM-TV's new tower which is no bantam-weight as towers go—1,019 feet high, with new 100 KW power.

This would represent a tough poser to our claim as proprietors of the highest structure in these parts, but we're not worried. After all, what could such a fowl tower do besides fatten the bigger-than-average incomes of their better-than-average owners?

It might make a tremendous circus attraction for the 76,089 farm operators in our 49-county primary coverage area. But they'd soon get tired of the pullet pole, and turn back to their TV sets (most have 'em) and to WFBM-TV (most tune to us).

There's lots else this chicks' obelisk couldn't do that our new tower is doing. It couldn't help you tap the $369,039,293 worth of farm income our farmers earn. It couldn't talk in more than a babel of clucks to the 1,865,194 persons in our A and B contours alone—nearly half the population of Indiana.

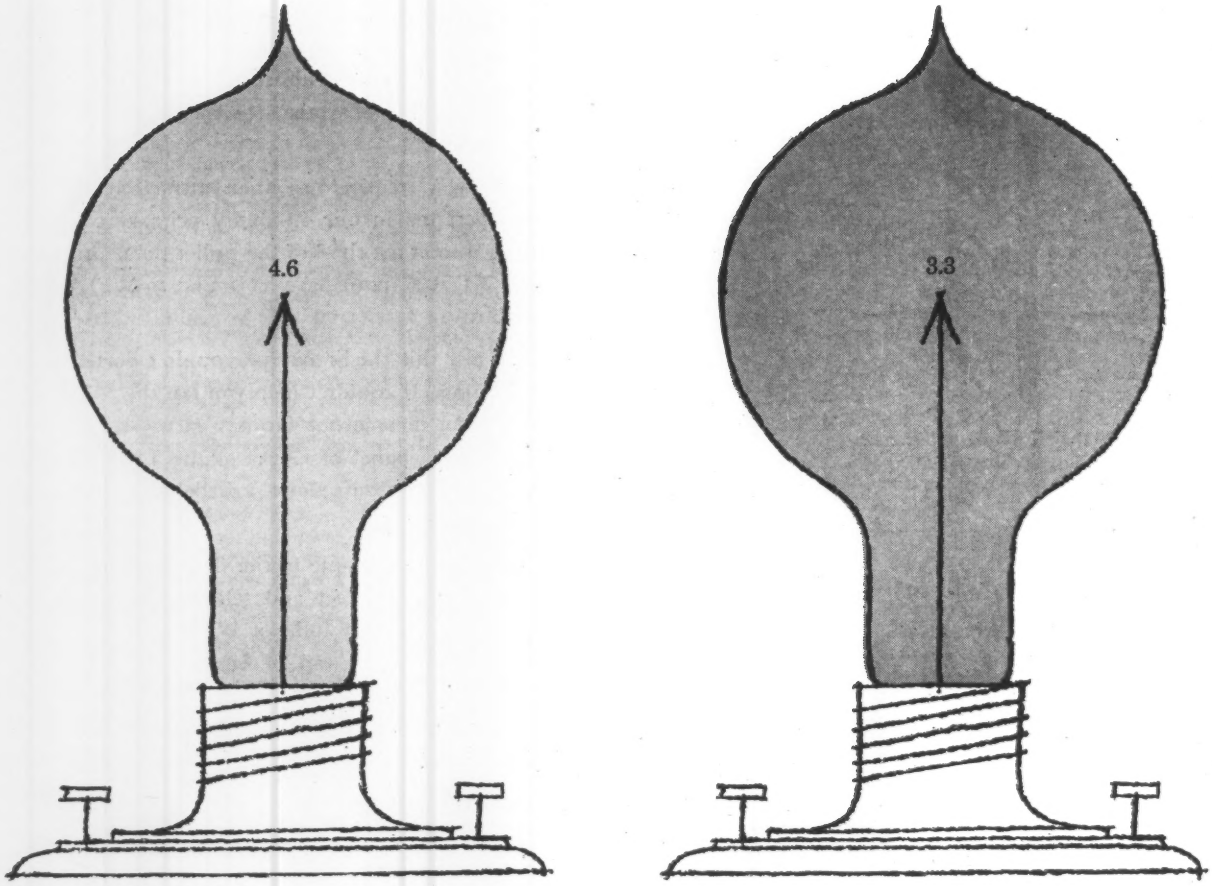
Enough, then, of chicken-pie in the sky. Come on down a few hundred thousand feet and tell your story to the prosperous farmers and city folks of WFBM-TV's primary coverage area through the top of our tower. Until the chicks decide to go piggy-back, our tower is still the tallest, powerfullest in sight, in the best site you ever picked to do business.

Just ask the Katz men.

# WFBM-TV
## INDIANAPOLIS

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

Represented Nationally
by the Katz Agency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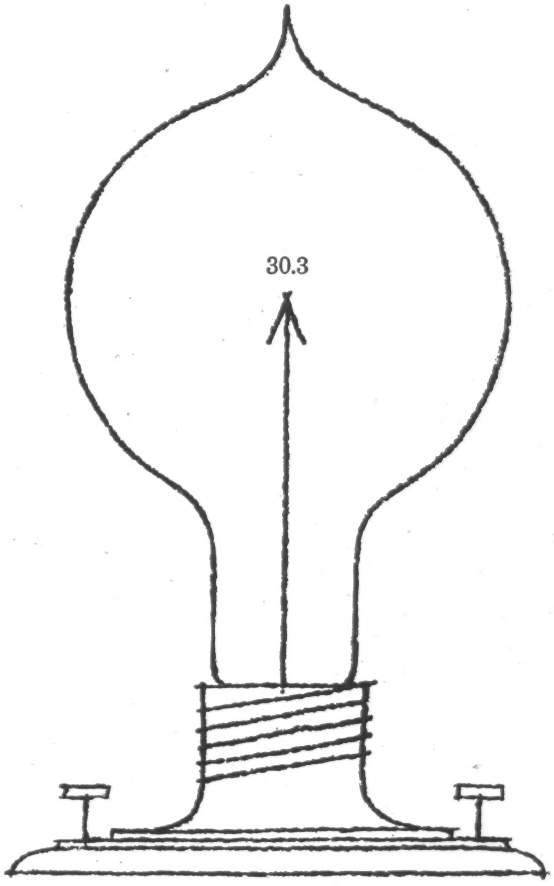


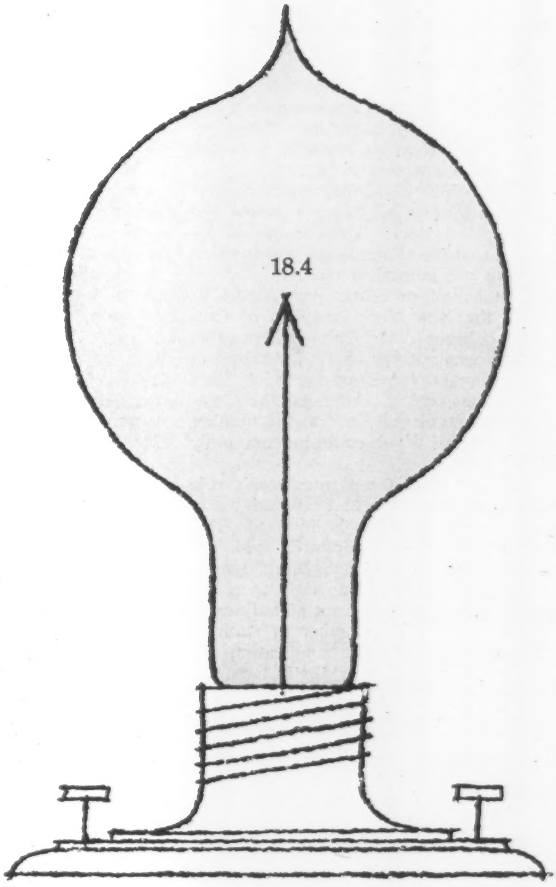


The Sunday night broadcast of *The Diamond Jubilee of Light* on all four networks shone brightest on CBS Television where it won a higher Trendex rating than on all the other networks combined.

This was a surprise to nobody since the program immediately followed CBS Television's *Toast of the Town* which habitually has a higher rating than any other Sunday night program. It effectively reaffirmed what every advertiser knows: namely, the tremendous value of surrounding a single program with the strongest possible schedule.

Actually, this experience becomes even less exceptional when you consider the strength of the entire CBS Television schedule. For in the major markets where networks compete—and popularity can be directly compared—the average program on CBS Television, day or night, consistently wins the largest audiences. And wins them at the lowest cost per thousand in network television. **CBS TELEVISION**

# STORER CHALLENGES OWNERSHIP LIMIT

**Raises questions in Court of Appeals: What is FCC justification in setting such restrictions?; why was the number 'seven' chosen?**

THE right of the FCC to limit the number of broadcast stations one person or one company may own was challenged last week in the U. S. Court of Appeals in Washington.

The challenger was Storer Broadcasting Co., which now owns six ams, five fms and six tvs.

At issue is the FCC's multiple ownership regulation, which prohibits one person or entity from owning more than seven am, fm or tv stations. In tv, the limit until recently was five. This was changed two months ago to permit ownership of seven tvs, but not more than five in the vhf band. No question was raised regarding the FCC's right to establish a broad, general multiple ownership policy.

Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and David L. Bazelon heard the oral argument last week. Their questions indicated doubt that the Commission was justified in establishing the numerical cutoffs.

Arguing in behalf of Storer was Albert R. Connelly, of the New York law firm of Cravath, Swaine & Moore. Mr. Connelly's position was that there was nothing in the Communications Act, in Congressional anti-monopoly laws or court decisions which authorized the Commission to set a numerical limit to the number of broadcast stations which could be commonly owned.

Also questioned was the Commission's rule that common ownership is to be found where less than majority ownership is involved. This is contrary to the fact, Mr. Connelly said.

When an application is filed, Mr. Connelly argued, the Commission has no right to refuse to accept it because the applicant already owns the maximum permissible number of stations. This happened with Storer's application for Miami tv ch. 7 late last year [B•T, Nov. 30, 1953].

"What the Commission has done in this case is not to regulate but to legislate," Mr. Connelly told the court. He likened the multiple ownership limitations to the FCC's unsuccessful attempt to spell out the lottery laws which were found unconstitutional by the Supreme Court earlier this year [B•T, April 5].

The rules are arbitrary and capricious, Storer said, because they attempt to equate a 250 w Minnesota station with a 50 kw New York station.

There is no basis in experience for the FCC to pick out the numerical limitation, Storer said. Why wasn't 77 picked, or 107, Mr. Connelly rhetorically asked the court.

It was this, the apparent fact that the Commission picked numbers without any apparent basis, that caused most of the questioning from the bench. The judges also questioned Daniel R. Ohlbaum, FCC attorney, on the waiver provisions of the FCC rules and whether they had been invoked by Storer or others.

Mr. Ohlbaum traced the history of numerical limitations first in pre-World War II in fm, then in the early tv rules. He also pointed out that no one including Storer entered any objections to numerical limitations during the proceedings on changing the rules—all, including Storer, urging only that the tv limitations be made the same for all three broadcast services.

Mr. Ohlbaum also emphasized that the FCC does not have to grant a hearing on every application. If an application is in obvious conflict with the rules, the Commission may return it, Mr. Ohlbaum said. He referred to the tv allocation table as one rule and to the chain broadcasting rule as another in this category.

### Rule's Origin Revealed

The Commission's multiple ownership rule stems from Congress' anti-monopoly laws and from the FCC's policy regarding diversification, Mr. Ohlbaum said.

He said the Commission picked the maximum numbers in the multiple ownership rule after "reasoned judgment."

For a long time, the FCC had no regulation limiting the number of am stations which might be owned by a single entity. It did have however, a policy which effectively limited the number to seven. In fm, regulations set six as the maximum, and in tv, five. The am and fm changes to seven were made late in 1953 [B•T, Nov. 30, 1953]. Permission to own seven tv stations (but not more than five in the vhf band) was announced two months ago [B•T, Sept. 20].

With FCC approval two weeks ago of Storer's $8.5 million purchase of Empire Coil Co. [B•T, Nov. 1], Storer now owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WGBS-AM-FM Miami, WWVA-AM-FM Wheeling, W. Va., WXEL (TV) Cleveland and KPTV (TV) Portland, Ore. Storer's $300,000 purchase of WJW-AM-FM Cleveland is still pending FCC approval. In order to remain within the multiple ownership rule, Storer sold KGBS-AM-TV San Antonio to the Huntress-*San Antonio Express* interests for $3.5 million. This also was approved by the FCC two weeks ago.

# WGVL (TV), WAIM-TV Take Protest to Court

RIGHT of protest and the incorrectness of the FCC's action in permitting WSPA-TV Spartanburg, S. C., to move its transmitter to Paris Mt., near Greenville, S. C., were argued by WGVL (TV) Greenville and WAIM-TV Anderson, both S. C., in briefs filed with the U. S. Court of Appeals in Washington a fortnight ago.

Briefs by the two uhf stations (WGVL operates on ch. 23 and WAIM-TV on ch. 40) appealed from the Commission's action in denying their protests as not having standing as parties in interest. Both stations bolstered their standing on economic injury grounds on the claim that WSPA-TV would likely take away accounts because of its CBS-TV affiliation.

WGVL said it had invested more than $350,000 in construction and had sustained a $75,000 operating loss since beginning commercial operation in August 1953. WAIM-TV, which is now affiliated with CBS-TV, said that it had invested more than $200,000 in faciltites and had lost $73,000 since it began operating in December of last year.

To the Commission's argument that the protest against the WSPA-TV move was tardy, since the stations did not protest the original grant on Hogback Mt., the uhf stations maintained that the protest rule permits them to intervene when a new authorization is granted.

The FCC first approved the move of WSPA-TV to Paris Mt., on an interim basis, early this year [B•T, Feb. 1]. Following protests by the same uhf stations, which the Commission refused to entertain, the objectors went to court and procured a stay order. WSPA-TV thereafter surrendered its STA for interim operation on Paris Mt. and asked for a permanent move to that site. This was granted by the FCC last April [B•T, May 3]. Again the protestants were denied standing by the Commission but won a stay order from the Court.

The briefs last week were preparatory to the court scheduling oral argument following the submission of the FCC's brief.

# KJR Sale Amendment Names Malloy, Smith as Buyers

AMENDMENT to the pending sale application of KJR Seattle, so as to substitute John F. Malloy and Lester M. Smith as buyers from Ted Gamble instead of part-owner C. Howard Lane [B•T, Oct. 25], was filed with FCC last week.

In the original transfer, Mr. Gamble proposed to sell his 90% interest in KJR for $135,000 to Mr. Lane, 10% owner. Under the revision, however, both Messrs. Gamble and Lane sell their holdings for a total $150,000 to the new buyers.

Mr. Gamble is withdrawing from KJR in order to exercise his option to acquire one-third interest in KOMO-AM-TV Seattle.

Mr. Malloy is owner of KVSM San Mateo, Calif., and 10% owner of KROY Sacramento. Mr. Smith is manager of KVSM. Messrs. Gamble and Lane are part owners of KOIN-AM-FM-TV Portland, Ore.


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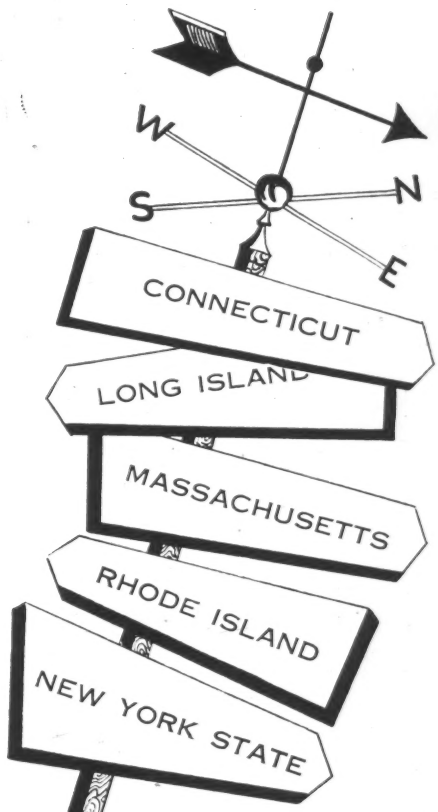


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- Food Sales — $1,076,130,000
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NEW ENGLAND'S FIRST COMPLETE BROADCASTING SERVICE

# FCC GRANTS TWO TVS, ONE SATELLITE

**Commission awards Little Rock ch. 11 to Arkansas Tv Co. and Bluefield ch. 6 to WHIS there. First uhf satellite is ch. 29 KIMA-TV Yakima's repeater at Pasco, Wash. on ch. 19.**

FINAL decisions to grant ch. 11 at Little Rock, Ark., to Arkansas Television Co. and ch. 6 to WHIS Bluefield, W. Va., plus grant of the first uhf satellite stations to ch. 29 KIMA-TV Yakima, Wash., for a ch. 19 repeater at Pasco, Wash., comprised FCC's principal television actions last week.

In other rulings, the Commission proposed to allocate ch. 7 to Laurel, Miss., and re-shuffle uhf channels in Pennsylvania so as to allow ch. 73 WTVU (TV) Scranton to switch to ch. 38.

FCC turned down a joint request by ch. 43 WEEK-TV and ch. 19 WTVH-TV Peoria, Ill., proposing de-intermixture of commercial uhf and vhf channels there by switching the educational reservation on ch. 37 to ch. 8 or by deleting ch. 8 and adding chs. 31, 78 or 82.

Request of KEYT (TV) Santa Barbara, Calif., for waiver of the Commission's rules to change called letters to KEY-TV was denied.

Arkansas Television Co., ch. 11 grantee at Little Rock, is owned 45% by KTHS Hot Springs, 42% by Arkansas *Democrat* and 16% by National Equitable Life Insurance Co. Grant was made possible by dismissal of a competitive application by Arkansas Telecasters Inc. [B•T, Oct. 18].

At Bluefield, WHIS got final aproval for ch. 6 following dropout of another contestant, West Virginia Television Inc. [B•T, Oct. 25].

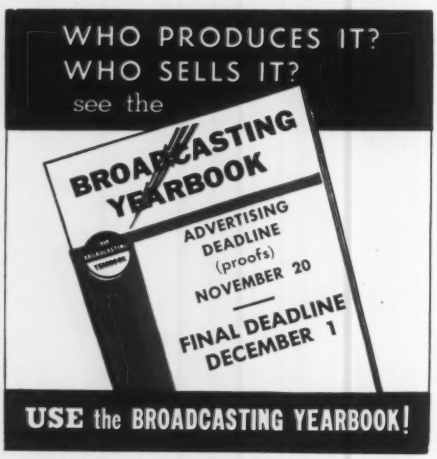
KIMA-TV's succesful bid for the Pasco ch. 19 satellite station, which will rebroadcast KIMA-TV's four network schedule, was filed in accord with the Commission's new policy to consider applications for new tv stations which do not originate local programs. It is considered a possible means to help uhf stations extend their coverage area to approximate vhf service and to assist the development of new tv stations in areas which otherwise could not support a station [B•T, Aug. 9].

The Pasco satellite will use effective radiated power of 10.2 kw visual and 5.13 kw aural with antenna height above average terrain of 910 ft. on Badger Mt., to serve Pasco-Richland-Kennewick. Pasco is 74 air miles from Yakima, enabling off-the-air pickup from KIMA-TV. The entire Pasco installation is budgeted at $76,605 with annual operating cost $25,000 and extra revenue estimated at $45,000. Two engineers will man the unit, FCC was told [B•T, Sept. 20].

Comments on FCC's allocation proposals for Laurel and Scranton are requested by Dec. 3. Assignment of ch. 7 to Laurel, where ch. 33 is open, was requested by Jack and Albert S. Rose and S. A. Rosenbaum doing business as Laurel Television Co. They plan to file for the vhf facility, FCC said, noting Laurel is a trade center and seat of Jones County.

In order to permit WTVU to switch from ch. 73 to 38, FCC proposes to substitute ch. 48 for 32 at Lock Haven and substitute ch. 32 for ch. 38 at Sunbury.

FCC's refusal to de-intermix Peoria was based upon the fact the channel assignments there were made final 2½ years ago and two contestants for ch. 8, WMBD and WIRL, have spent considerable time and money on bids predicated on such assignment and now await an initial ruling. "It is our view that it is only just and reasonable that the assignment of ch. 8 in Peoria should be changed only upon a clear and compelling showing that the public interest requires such a revision," FCC said, noting petitioners have not made such a showing.




## WGOV-TV Suspension Brings Video Dropout Total to 108

WGOV-TV Valdosta, Ga., last week informed the FCC that it will surrender its ch. 37 permit.

Deletion of ch. 6 KTVI (TV) Nampa, ch. 8 KIFT (TV) Idaho Falls, and ch. 10 KWIK-TV Pocatello, all in Idaho, had been reported by the FCC last fortnight. This brings the total post-thaw tv stations which have surrendered their permits to 108. Of these, 87 were uhf and 21 were vhf stations.

WGOV-TV told the Commission it was surrendering its permit because it was not economically feasible to operate an independent non-network uhf station in Valdosta.

Both KTVI (TV) and KIFT (TV) surrendered their permits because they felt that "the economic situation does not warrant further construction."

The deletion of ch. 10 KWIK-TV was a FCC condition to the approval of the merger with KJRL and ch. 6 KISJ (TV) Pocatello [B•T, Oct. 4]. **Ch. 6 at Pocatello** will now become KWIK-TV.

Meanwhile, ch. 15 WPFA-TV Pensacola, Fla., advised the Commission that it had suspended operation, effective Oct. 31, but expected to return to the air when full cable facilities are available for the transmission of network tv programs to Pensacola. WPFA-TV is presently the 19th post-thaw tv station to suspend operation and retain its permit.

Ch. 24 WTVE (TV) Elmira, N. Y., also informed the Commission that it has been off the air since Oct. 15 when Hurricane Hazel completely demolished its tower and antenna. WTVE expressed the hope of returning to the air in the near future.

## Right to Deny by Default Argued in Montpelier Case

RIGHT of the FCC to deny a tv application by default when the applicant refused to present an affirmative case was argued in the U. S. Court of Appeals in Washington last week.

Case involved the ch. 3 Montpelier, Vt., decision which saw the grant made to WCAX Broadcasting Co. (WMVT [TV]) when Colonial Television Inc. was alleged to have refused to present its case when its petition to amend its application was turned down by the examiner. The examiner held that Colonial was in default. The examiner's ruling was upheld by the FCC earlier this year.

Argument was heard by Circuit Judges Henry W. Edgerton, Charles Fahy and John A. Danaher. E. Startford Smith represented Colonial; J. Smith Henley, FCC, and Eliot Lovett, WCAX the intervenor.

Colonial is composed of two Montpelier businessmen. WMVT began operating early in September.

## FCC Examiners French, Poindexter Extended

TWO TEMPORARY FCC hearing examiners were granted extensions of their appointments by the Civil Service Commission last week in order to complete pending television cases while a third, with no cases pending, has resigned.

Examiner Millard F. French was given a 30-day extension from Oct. 31 so that he can wind up the comparative hearing for ch. 5 at Raleigh, N. C., and complete his initial decision for ch. 2 at Springfield, Ill.

Fighting for ch. 5 at Raleigh are WPTF and WRAL. Mr. French resumes the hearing today (Monday). Since it is not likely he can close the record in the case, allow parties to file proposed findings and write his initial decision within this month, there are two alternatives that may ensue. He could be given another extension or certify the record to the Commission.

Mr. French's initial ruling in the Springfield ch. 2 case, involving competitive applications of WMAY and WTAX, is expected to be announced momentarily.

### Texas Case Pending

Examiner John B. Poindexter was granted an extension of his temporary appointment last week from Oct. 31 to Nov. 18 so he can complete his initial decision in the Odessa, Tex., ch. 7 case. Contestants are Odessa Television Co. (part owner is KOSA) and The Odessa Tv Co.

Examiner Harold L. Schilz, whose appointment was to expire Dec. 31, resigned from FCC Oct. 29 and on Monday began work as attorney in the general counsel's office of the Federal Housing Administration. Earlier, Examiner Claire W. Hardy left FCC and now is hearing examiner with the Dept. of Health, Education & Welfare.

Two other temporary examiners, also hired by FCC to help clear the former television backlog, have appointments expiring Dec. 31. They are Examiners Charles J. Frederick and Isadore A. Honig.

Examiner Honig has three cases pending, all of whose records have been closed. These are the Omaha ch. 7, Klamath Falls (Ore.) ch. 2 and Bristol (Tenn.-Va.) ch. 5 proceedings.

In the Omaha case, involving bids of KFAB and Herald Corp., the hearing record was closed Oct. 26 with the parties slated to file proposed findings by Dec. 15 and replies by Dec. 30. The initial decision cannot be started until the latter date. If Mr. Honig's appointment is not extended, the record would have to be certified to the Commission.

Replies to proposed findings are due today (Monday) in the Bristol contest. It involves competitive applications of WOPI Bristol, Tenn., and WCYB Bristol, Va. With these filings,

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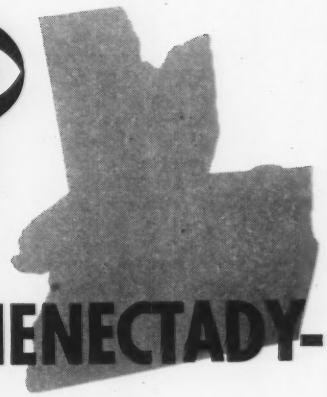

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*ANNOUNCES*

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Examiner Honig can commence work on an initial decision.

Mr. Honig's initial decision for ch. 2 at Klamath Falls should be forthcoming soon since only one applicant, KFJI, remains, following drop out of competitor Klamath Falls Television.

Examiner Frederick has four cases in various stages of completion: Pittsburgh ch. 11, Norfolk-Portsmouth (Va.) ch. 10, Jacksonville (Fla.) ch. 12 and Hastings (Neb.) ch. 5.

The Pittsburgh ch. 11 case resumed hearing Tuesday and involves competitive bids of KDKA, WWSW and WJAS. Jacksonville ch. 12, scheduled to resume hearing today (Monday), involves WJAX, WPDQ and Florida-Georgia Tv Co. On Wednesday, the surviving bid of KHAS Hastings for ch. 5 comes up for hearing, pending since dismissal of a competitive application earlier this year by Strand Amusement Co.

Initial decision is in preparation on ch. 10 Norfolk-Portsmouth, involving bids of WAVY Portsmouth and Beachview Broadcasting Co., Norfolk.

## WBEN-TV Supports FCC Plan to Up Power Limit

WBEN-TV Buffalo will file in support of FCC's proposal to lift the 1,000 ft. antenna limitation in eastern Zone 1 to the U. S. maximum of full power at 2,000 ft., it was announced last week by counsel for the ch. 4 outlet, Spearman & Roberson, Washington.

WBEN-TV presently is limited to effective radiated power of 54 kw (100 kw is maximum on ch. 4) since its antenna is some 200 ft. above the present 1,000 ft. limit. FCC a fortnight ago turned down the station's request for waiver of the rule pending outcome of the Commission's proposal to lift the ban. Comments on the proposal are due Nov. 26 [B•T, Sept. 27].

Chairman George C. McConnaughey concurred with Comr. Robert E. Lee in a dissent to the Commission's denial of the waiver request. They felt the petition deserved a hearing on its merits. Comr. Rosel H. Hyde said no action should be taken before the proposal is considered.

## KGTV (TV) Asks Use Of Educational Vhf

REQUEST for channel switches in Des Moines, Albany, N. Y., and Washington, D. C., were made last week in petitions for rule-making to the FCC.

KGTV (TV) Des Moines, operating since November 1953 on ch. 17, asked the Commission for permission to operate temporarily on reserved, non-commercial, educational ch. 11 in that city for a minimum of three years and until an educational tv station is ready to go on the air.

Need for a minimum of three years, KGTV said, is necessary in order to permit amortization of $120,000 estimated to be required in order to shift from the uhf channel to the vhf wavelength. It said it could make the change over within 45 days after FCC approval.

Recounting its battle to bring uhf to Des Moines, KGTV said it spent $35,000 in promoting conversions and that 40% of the tv sets in the area are now equipped for uhf reception.

KGTV reported 76,500 uhf sets; see [TELESTATUS, B•T, Nov. 1]. It said that it was losing $10,000 per month, with a 1954 high of more than $35,000 in June. It had cut its losses to slightly over $3,000 a month when the second vhf station began operating in Des Moines, Walter C. Bridges, president of the station, said. This was WHO-TV on ch. 13. First Des Moines station was WOI-TV Ames on ch. 5, operated by Iowa State College and mainly an educational outlet.

### Offers Air Time

There is no application pending for ch. 11 in Des Moines, KGTV said. In order to provide educational service on ch. 11, KGTV said it would make a "standing offer" to local educational authorities to use 8-10 a.m. every day. It would also provide other educational offerings through the day, it said.

WROW-TV Albany, N. Y., asked the allocation of ch. 10 to Vails Mills, N. Y., 20 miles northwest of Schenectady. The Albany station, operating on ch. 41 and just sold to a group headed by newscaster Lowell Thomas, said the vhf channel could be placed in Vails Mills without disturbing any other allocation.

WOOK-TV Washington, grantee of ch. 50 there, asked that ch. 14 be moved from Annapolis, Md., to Washington and that ch. 50 be moved to Annapolis. There is no application pending for ch. 14 in Annapolis, the Washington station said.


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## FCC Makes Final Grant Of Chicago Ch. 2 to CBS

FINAL curtain fell last week on what had long been a bitter fight between CBS and Zenith Radio Corp. for Chicago's ch. 2 when the FCC made final an examiner's initial decision favoring the grant to CBS [B•T, Nov. 1].

The grant followed withdrawal of the Zenith application after CBS agreed to buy the radio-tv manufacturer's transmitter and associated equipment for $575,000. Zenith in turn agreed to buy a quarter segment of *Omnibus* on CBS-TV (Sun., 5-6:30 p.m. EST) for about the same amount [B•T, Oct. 25].

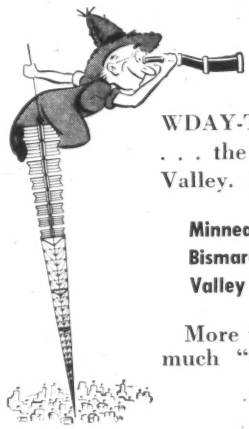
In the Commission's order, WBBM-TV's license was renewed, and modified to ch. 2 instead of ch. 4 (the original channel). Also granted was a construction permit for regular operation with 100 kw visual power.

CBS bought the facilities of WBKB (TV) on ch. 4 from United Paramount Theatres in 1953 for $6 million. Under the FCC's final tv allocation in 1952, the Chicago ch. 4 station was ordered to change to ch. 2. But, pending since 1948 was Zenith's application for that frequency. The Commission dismissed the Zenith application, but after court action, set it for hearing with CBS. The agreement last week obviated the need for a hearing.

## Mollie Burgess Leaves FCC

RETIREMENT of Mollie V. Burgess, since 1946 administrative assistant to FCC Comr. Rosel H. Hyde and with FCC since 1930, was announced last week by Comr. Hyde's office. Mrs. Burgess was feted by Comr. and Mrs. Hyde at a buffet supper Oct. 29. Mrs. Burgess was chief of the Commission's stenographic section from 1938 until her appointment to Comr. Hyde's office.

# "WE GOT THE RED RIVER VALLEY ALL TO OURSELVES!"



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**Minneapolis-St. Paul . . . . . more than 200 miles**
**Bismarck, N. D. . . . . more than 185 miles**
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IN THE MOUNTAIN WEST

KSL advertisers are digging up new customers every day in the Mountain West!

Why? Because the market is booming. Besides the fabulous uranium rush, *all* business is on the increase.

Salt Lake City, hub of this vast market, boasts a per capita income 13% over the national average... a "sales performance" 41% higher!*

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**Salt Lake City • CBS in the Mountain West**

*SRDS Consumer Markets, 1954


GOVERNMENT

# LOSING APPLICANTS PROTEST DECISIONS

**Ft. Wayne and Sacramento television cases are appealed. In each FCC had reversed its examiners on the grounds of newspaper ownership.**

RIGHT of the FCC to consider newspaper ownership as a significant factor in deciding comparative tv hearings was questioned by McClatchy Broadcasting Co. last week.

McClatchy, loser in the Sacramento ch. 10 hearing to Sacramento Telecasters Inc. [B•T, Oct. 11], filed its appeal in the U. S. Court of Appeals in Washington.

At the same time, Anthony Wayne Broadcasting (James V. Fleming and Paul V. McNutt) filed an appeal with the U. S. Court of Appeals against the FCC's grant of Fort Wayne ch. 69 to WANE Fort Wayne [B•T, Oct. 4].

In both cases, the FCC reversed examiners' initial decisions which favored these two applicants. In both cases, the Commission used its principle of diversification as the significant factor in deciding the cases [See "Diversification: Its Case History," B•T, Nov. 1].

In the Fort Wayne case, the association of Messrs. Fleming and McNutt with the *Fort Wayne Journal Gazette* and its joint mechanical, advertising and business operation with the *Fort Wayne News-Sentinel*—including forced combination rates for national and classified advertising—was considered to be the vital consideration in favoring the other applicant. Messrs. Fleming and McNutt are principal owners of the *Journal Gazette*.

### News Interests Halt Grant

In the Sacramento decision, the newspaper and broadcast ownership of the McClatchy interests was counted against the applicant to favor the granting of the opposition contestant. The McClatchy interests own and publish the *Sacramento Bee*, the *Fresno Bee* and the *Modesto Bee*. They also own KFBK Sacramento, KMJ-AM-FM-TV Fresno, KERN Bakersfield, KWG Stockton and KBEE (FM) Modesto, all Calif., and KOH Reno, Nev.

The successful Fort Wayne applicant, WANE, is associated in ownership with WISH-AM-TV Indianapolis and WHBU Anderson, Ind.

The successful Sacramento applicant is principally owned by John H. Schacht, half-owner and general manager of KMOD Modesto, Calif.

McClatchy held that the examiner and the FCC had found it superior in many respects, but that the Commission denied it a grant solely on the newspaper ownership issue.

It asked the court whether the FCC "can deny an applicant, otherwise superior to its opponent, solely because of ownership of newspapers and broadcasting stations."

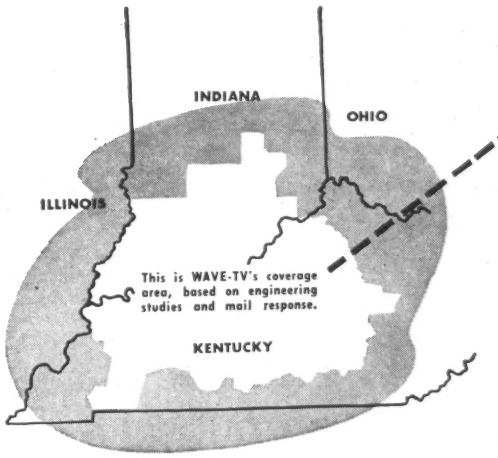
It also claimed the Commission acted in an arbitrary and capricious manner when it found that Sacramento Telecasters was better qualified in a number of particulars.

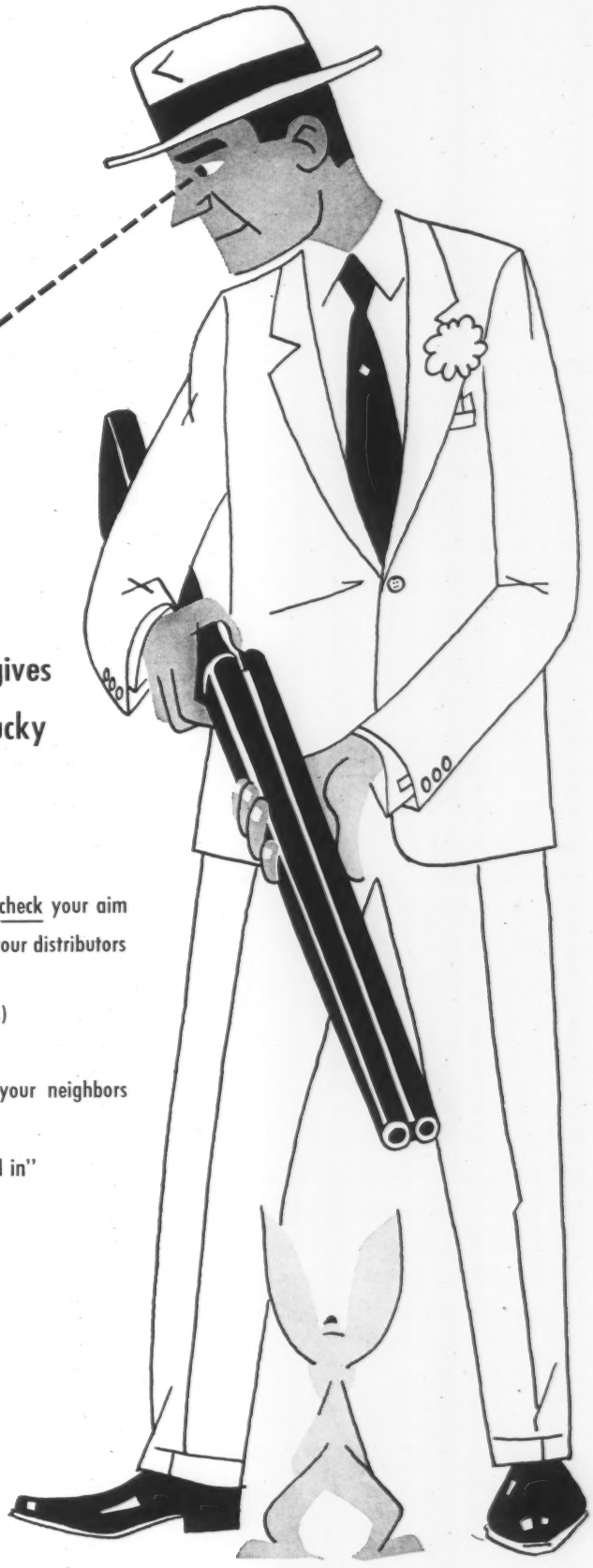
Eleanor McClatchy, president of the broadcasting firm, said in an announcement following the FCC's final decision:

"Frankly, the Commission's decision is difficult, if not impossible, for us to understand," she said.

"On the one hand, the Commission is most flattering in its praise of the past performance of the McClatchy Broadcasting Co. when it says: 'The record is replete with evidence relating to the meritorious service rendered by the McClatchy radio stations.' Then on the other, it arbitrarily denies our tv application

# HUNTING?



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Ask each, "What Louisville TV station do your neighbors prefer?"

Call them now. It'll cost you a few bucks to get "zeroed in" but may save you many when you fire!

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FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

simply because we are in the newspaper and radio business. This is outright discrimination. . . .

"The FCC, in many of its decisions, has stated that the 'diversification of control of the media of mass communication' is a factor which may be considered with others, everything else being substantially equal, in determining between applicants. On the other hand, in this case it has done what its various members have said in decisions, in public talks and in appearances before committees of Congress it would never do, namely, discriminate against an applicant solely because of its ownership of newspapers and radio stations."

In its appeal to the federal court, Anthony Wayne held that the Commission had given controlling weight to newspaper ownership and newspaper practices which were beyond the control of Messrs. Fleming and McNutt. It said that the Commission had "distorted" the record to minimize factors favoring Anthony Wayne, and that it had departed from its own standards by giving weight "to alleged monopoly or anti-trust violations not supported by proof in this proceeding or by actual convictions."

Using the diversification principle for its own benefit, Anthony Wayne claimed that the FCC had "departed from its own standards" in this regard.

The appeal also cites the Commission as "arbitrarily and capriciously ignoring and refusing to give weight to clearly proven and admitted elements of superiority in appellant's proposal, including superiority of program, studio, equipment, personnel and technical proposals." Anthony Wayne claimed that its engineering proposals promised coverage of 98% more area and 47.5% more people than its opponent. Generally, the FCC finds *bona fide* applicants eligible in legal, financial and technical matters and thus rules out these considerations in comparative hearings.

Referring to the Commission's finding that the forced combination rate for national and classified advertising was not in the public interest, though the Commission admitted it was not illegal, Anthony Wayne declared that "This finding stigmatizes two men of outstanding character and reputation in their community as being unfit to own a television station because of the fact that a newspaper in which they are stockholders is bound by a valid contract to a corporation which allegedly carries on a practice which the Commission objects to but does not find illegal."

Mr. McNutt is the former Democratic leader who held important posts under President Roosevelt.

*Fort Wayne News-Sentinel* owns WGL in that city.

## Reversal of Fresno Ch. 12 Initial Grant Requested

CONTENDING the "over commercialism" alleged by an FCC hearing examiner to KFRE Fresno cannot support an initial decision to grant television ch. 12 to its competitor KARM there, the FCC Broadcast Bureau petitioned the Commission last week to reverse the examiner's recommendation [B•T, Sept. 13].

The Bureau held the examiner overlooked other more significant differences between KARM and KFRE, both of whom also filed exceptions to the examiner's ruling.

The Broadcast Bureau's exceptions to the initial decision said "that the ultimate conclusion in this case is not supported by proper findings of fact and conclusions. . . . Since in our view a grant to KARM cannot be supported on the theory that KFRE has indulged in over-commercialization, discriminated against local advertisers in favor of national and regional advertisers, or that a grant to KARM will stimulate competition or that its proposal should be preferred to enable it to recoup operating losses, other areas of differences which are significant must be considered."

The Broadcast Bureau said that the "significant differences" relate to participation in civic and community activities and planning for the proposed station. The Bureau noted the "superior participation" in civic activities on the part of KFRE President Paul R. Bartlett and concluded: "Accordingly, we believe that KFRE has demonstrated, for comparative purposes, a degree of planning and sense of licensee responsibility, which point to an inference that its proposal is more dependable than KARM's in terms of continuing responsiveness to community need."

## WSYR REVOCATION SOUGHT BY WNDR

WNDR Syracuse, N. Y., last week petitioned the FCC to revoke the licenses of WSYR-AM-FM-TV there.

WNDR charged that Samuel I. Newhouse through his control of the WSYR stations and of the only evening daily newspaper, *The Herald Journal,* and of the only morning daily newspaper, the *Post Standard,* has been "engaged in a combination and conspiracy to monopolize interstate trade and commerce" which has injured WNDR and has gained competitive advantages for Newhouse.

WNDR alleged that Mr. Newhouse requires all "general" advertisers to purchase newspaper advertising in the newspapers as a unit at combination rates, that WNDR is charged more than other local advertisers and that it must advertise as a unit at combination prices in both newspapers.

WNDR further alleged that Mr. Newhouse and his newspapers, in order to drive WNDR out of business and to give the WSYR stations a competitive advantage, published false news items regarding a pending suit between WNDR and its creditors and spread false rumors pertaining to WNDR's business stability.

The WSYR stations also gained competitive advantage over WNDR, it was charged, by affording WSYR advertisers prominent newspaper displays and news column publicity free of charge as an inducement for the advertisers to advertise with the WSYR stations.

## WKY Answers Protest To Montgomery Buy

CALL for the FCC to decide "at this time" how far a newspaper which also owns radio and tv stations must go in publicizing competing broadcast properties was made last week by WKY Radiophone Co., associated in ownership with the *Oklahoma City Daily Oklahoman* and *City Times.*

The Oklahoma City broadcast licensee (WKY-AM-TV) made this declaration in an opposition to last month's protest by KWTV (TV) Oklahoma City and WCOV-AM-TV Montgomery, Ala., against the $1 million purchase by WKY of WFSA-AM-TV Montgomery, Ala. [B•T, Oct. 25].

The two protesting stations asked the Com-

WIOD's
A-1
County Market
WIOD's coverage extends well beyond the 4 Key Counties — Dade, Broward, Monroe and Palm Beach — but the pay-off is in those 4 counties. From Miami north to Palm Beach — from Miami south into the Keys — there is tremendous month-by-month growth in population, business and industry. Use this 4-County market as a test market — as a profitable YEAR 'ROUND MARKET. Use WIOD to win it and hold it for you!
INDIAN RIVER
Vero Beach
ST. LUCIE
Fort Pierce
MARTIN
Stuart
GLADES
Clewiston
HENDRY
PALM BEACH
West Palm Beach
BROWARD
Fort Lauderdale
COLLIER
MIAMI
DADE
MONROE
Key West
WIOD
Established January 18, 1926
MIAMI, FLORIDA
5,000 WATTS • 610 KC
NBC AFFILIATE
James M. LeGate, General Manager
National Rep., George P. Hollingbery Co.

PLAY THIS ON YOUR OLD PIANO

# RADIO AND TELEVISION

By JOHN CROSBY

## *Intelligence From Boston*

My courier from Boston just blew in with his annual report from Beantown, the most sprightly news to come out of Boston since Bob and Ray left there. The news—not to keep you in suspense any longer—is that WBZ up there is up to its hips in player piano rolls whose very titles will send you reeling down Memory Lane humming "Jeannine, I Dream of Lilac Time."

John Crosby

It all started when the station bought an elderly player piano and a half dozen rolls. One morning a WBZ disk jockey named Carl de Suze played a roll and suggested that listeners send him any old rolls they had lying around. Then the afternoon disk jockey, man named Norman Bragg, played another roll, boasted that he was much better on a player piano than de Suze and suggested that listeners send the rolls to him rather than to de Suze.

• • •

Now this was a rash thing to do. As any fool knows, Bostonians never throw away anything, and it seems as if practically every resident was plentifully supplied with player piano rolls. In two months' time—when the station in desperation called a halt—18,226 piano rolls came in, cluttering up every last inch of storage space the station had. These stacks of piano rolls are a memorial to an almost extinct business. Of the thirty companies represented, only one—the Q. R. S. Company of New York City—is still in business.

The titles that drifted into WBZ will transport you rapidly back to twenty-five or thirt years ago. "Just a Girl That Men Forg "Wabash Moon," "Tell Me Gypsy," "No, N Thousand Times No," "On the Level, Yo Little Devil," "Follow the Swallow," "My Bimbo Down on the Bamboo Isle," "S Araby," "I Wonder What's Become of There were the novelty numbers li Ice Today, Lady?" "You Can't Wal From an Aeroplane," "Alcoholic Blue "What Does the Pussycat Meah Wh Says Meow?" There was even a long-playing roll. It was about the size of a roll of teletype paper and included "Constantinople," "You May Be Right, You May Be Wrong," "When," "Lou'siana Lullaby," "That's My Mammy," "Waitin' for Katy," "Old Fashioned Roses," "Adoree" and "Get Out and Get Under the Moon."

• • •

The most popular company apparently was Ampico, which turned out a lot of classical and semi-classical tunes played by such pianists as Rachmaninoff, Paderewski, Josef Hoffman, George Gershwin and Zez Confrey (who wrote "Kitten on the Keys"). When played on an Ampico piano these were supposed to sound like a concert. Unfortunately, the WBZ player piano isn't an Ampico, and they sound just like the rest—which is to say noisy, mechanical and not at all like anything you'd hear at Carnegie Hall.

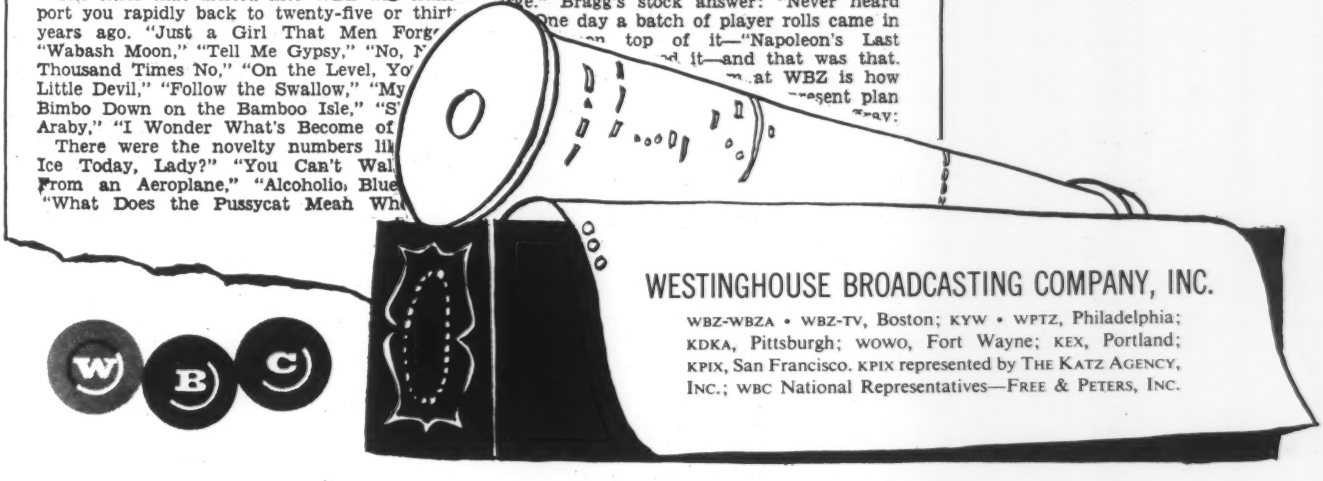
Audience reaction to the contest—it had become a race between Bragg and de Suze to see who'd get the most rolls—was tremendous, with mail from all over New England. Two women drove up one day with a bag of piano rolls, two frozen lake trout and a box of brownies. Another woman wrote that the contest had saved her family. "Before it started, my husband was always out in the evenings and my children were never home. But we heard your show and remembered we had an old player piano in the cellar. So we got it out, bought some new rolls, and now the kids bring their friends home to hear it, and my husband hardly ever goes out any more."

• • •

The contest also ended a ten-year-old running gag. For years some of Bragg's friends had been asking him to play "Napoleon's Last ...ge." Bragg's stock answer: "Never heard ...ne day a batch of player rolls came in ...on top of it—"Napoleon's Last ...d it—and that was that. ...m at WBZ is how ...esent plan ...ray:


Listeners Send in 18,226 piano rolls to Boston's WBZ

WHAT SWEET MUSIC FOR NEW ENGLAND ADVERTISERS! Here's sensational proof of Audience Action for you. And it's the same tune on *all* the big Westinghouse Broadcasting Company 50,000-watt stations. Results roll in because WBC stations have the big appeal to the big audiences. Want some? Call your nearest WBC station or Eldon Campbell, National Sales Manager, PLaza 1-2700, New York.



WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, Boston; KYW • WPTZ, Philadelphia; KDKA, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco. KPIX represented by THE KATZ AGENCY, INC.; WBC National Representatives—FREE & PETERS, INC.

mission to set the transfer application [B•T, Oct. 4] for hearing on allegations that the parent publishing company, Oklahoma Publishing Co., practiced advertising and editorial discrimination against other radio and tv stations in that city. They also charged that the publishing company conspired to restrain program sources from appearing on stations other than WKY-TV.

WKY denied the allegations. It termed the charges "false and scandalous" and the petition full of "misrepresentations."

In asking that the Commission make a determination on the anti-publicity charges, WKY said:

**. . . we believe that it is essential that the Commission decide at this time whether a newspaper or any other business, controlling a broadcast licensee, is required to publish free promotional publicity, including the publishing of program logs, to competing media in order to escape the stigma of unfair competitive practices insofar as the Commission is concerned. . . .**

**If newspapers are to be required to give up their prerogative of determining whether information is news or whether it is merely promotional publicity benefiting profit making organizations; surrender their constitutional prerogative of determining what news is of interest to the public and what is not; and be required to actively promote the business of competitors by free promotional publicity, as the price of also engaging in the broadcast business, it is obvious that the price is too high for the newspaper industry to pay.**

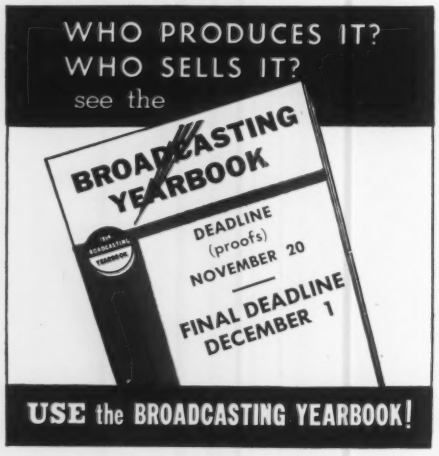
WKY said that even if the discrimination charges against the newspapers were true that would not be grounds for denying its application to purchase the Montgomery stations. It declared that its practice regarding news was its own right and that it could not be penalized for that.

Answering the specific charges of news and advertising discrimination, WKY detailed instances where it had carried news of KWTV's grant, construction, 1,571-ft. tower, etc. It made no apology for charging for program logs or for the run-of-the-paper positioning of KWTV's advertisements. (KWTV claimed discrimination in that its advertising appeared at no set place in the newspapers, while the newspaper-owned WKY-TV's did.)

Charge that WKY used pressure to restrain performers from appearing on KWTV or other tv stations in Oklahoma City were refuted by WKY. In the instances cited, the desire for exclusive use of a "story" or a program was given as the reason.

Nowhere was it accused of not running its radio and tv properties in the public interest, WKY pointed out. Its radio station has been operating, with regular renewals, since 1928, it said, and its tv station on the same basis since 1948. The many awards for public service received by both stations were cited.

WKY is purchasing the Montgomery radio and tv stations for $562,600 plus the assumption of obligations totaling more than $500,000.




## KIFN Bid to Stay FCC 10% Rule Denied

REQUEST of KIFN Phoenix, Ariz., that FCC either withdraw or stay the effectiveness of its revised "10% rule" has been turned down by the Commission and some half-dozen applications for new am stations or changes in facilities for existing outlets were dismissed as not conforming to the new rule.

In the text of its order issued Monday, FCC explained that the purpose of the amendments to its rules and standards, made final in early August and effective Sept. 7 [B•T, Aug. 9], "was to codify as a fixed rule the Commission's past practices relating to permissible deviations from the requisite minimum of interference-free service to be provided within an applicant's normally protected contour."

FCC turned down KIFN's argument that new rules should not apply to pending applications, citing the tv reallocation and other cases. The Commission also refused to consider waiver of daytime interference under the 10% population formula.

FCC earlier this year set for hearing KIFN's bid to change operation on 860 kc from 1 kw daytime only to 1 kw fulltime with directional antennas day and night. Issue involved, FCC said, is whether the proposed installation would comply with its rules with respect to the minimum of interference-free service within the station's normally protected (2.5 mv/m) contour and coverage of Phoenix and its metropolitan district.

In collateral action, FCC denied the petition of WKXY Sarasota, Fla., for waiver of the 10% rule and dismissed the station's application to change from 1 kw daytime on 1540 kc to 1 kw day, 500 w night on 930 kc, directional day and night.

FCC also dismissed these applications for noncompliance with the revised rule:

WRFC Athens, Ga., to change from 500 w, 1 kw-LS, DA-N, to 1 kw, 5 kw-LS, DA-N, on 960 kc.

The Saline Bcstg. Co. for a new station in Saline, Mich., to operate on 1290 kc, 500 w, D.

Pacific Bcstrs. for a new station in Oxnard, Calif., to operate on 1520 kc, 250 w, U.

Morehead Bcstg. Co. for a new station in Morehead, Ky., to operate on 1310 kc, 1 kw, D.

E. Weaks McKinney-Smith for a new station in Paducah, Ky., to operate on 1560 kc, 1 kw, U, DA-1.

KIEM Eureka, Calif., to change from 1480 kc, 5 kw, U, DA-1, to 930 kc, 1 kw, 5 kw-LS, DA-N.

## WROW-AM-TV Transfer Approved by Commission

TRANSFER of control of WROW-AM-TV Albany, N. Y., to a group headed by radio commentator Lowell Thomas was approved by the FCC last week [B•T, Oct. 18]. Purchase price for 83.4% ownership of the two Albany stations was $298,800.

Associated with Mr. Thomas, who will be 31.2% owner, are Mr. Thomas' business manager, Frank M. Smith, 20.8%; Ellen E. Elliot, wife of New York stock broker Edward Elliot, 20.8%, and attorney Alger B. Chapman, former ABC director, 10.4%.

WROW operates on 590 kc, with 5 kw day, 1 kw night and is affiliated with MBS. Ch. 41 WROW-TV is affiliated with ABC and DuMont.

## WSHA (TV) Show Cause Order Is First Against Tv Station

CHARGING financial misrepresentation in the application for ch. 39 WSHA (TV) Sharon, Pa., FCC last week made public the text of its order directing Leonard J. Shafitz to show cause why his permit for WSHA should not be revoked. This is believed to be the first such action by FCC in tv. WSHA is not on the air.

The Commission order designated the case for hearing Dec. 7 in Washington and called upon Mr. Shafitz to appear and present his evidence. The permit was granted Jan. 27.

FCC's show cause order contended that a field investigation in April "revealed that the total of unencumbered parcels of real property allegedly owned in fee simple by the permittee . . . was not owned by him at the time of filing his verified statement of financial condition with the Commission."

The order also alleged that as to the personal property shown on his financial statement and relied upon by the Commission when the construction permit was granted, the permittee refused to divulge any information showing to what extent he owned or had available to him the assets described. . . ."

## FIFTH AMENDMENT RIGHT RAISED IN LAMB CASE

### Witness in closed session alleged to have refused to answer questions. Also appearing last Thursday was Paul Prosser of Toledo.

FIFTH Amendment privilege in refusing to testify was reportedly claimed last week by a second witness in the FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa.

The witness, identified as Joe Friedman, appeared in a closed session with Examiner Herbert Sharfman on Thursday morning. Discussion by counsel for both Mr. Lamb and the FCC Broadcast Bureau later that day indicated the witness gave his name but refused to answer any questions.

Request for the closed session was made by the witness' attorney, David Rein of Washington, who told the examiner his client had a heart condition and a personal problem he wished to discuss privately. Transcript of the conference, however, was slated to become public Friday.

Earlier witnesses in the Lamb case testified that a Joe Friedman at one time was an official of the Communist Party of Lucas County (Toledo). A fortnight ago, a witness identified as Max Wall claimed Fifth Amendment rights in refusing to testify in the proceeding [B•T, Nov. 1]. Likewise, previous witnesses had recalled a Mr. Wall as active in Toledo party affairs.

Remainder of Thursday's hearing was devoted to examination of the Broadcast Bureau's 12th witness, Paul Prosser of Toledo, who said he had been in the local Communist Party from about 1937 to 1945 and had served on its executive committee between 1939 and 1942.

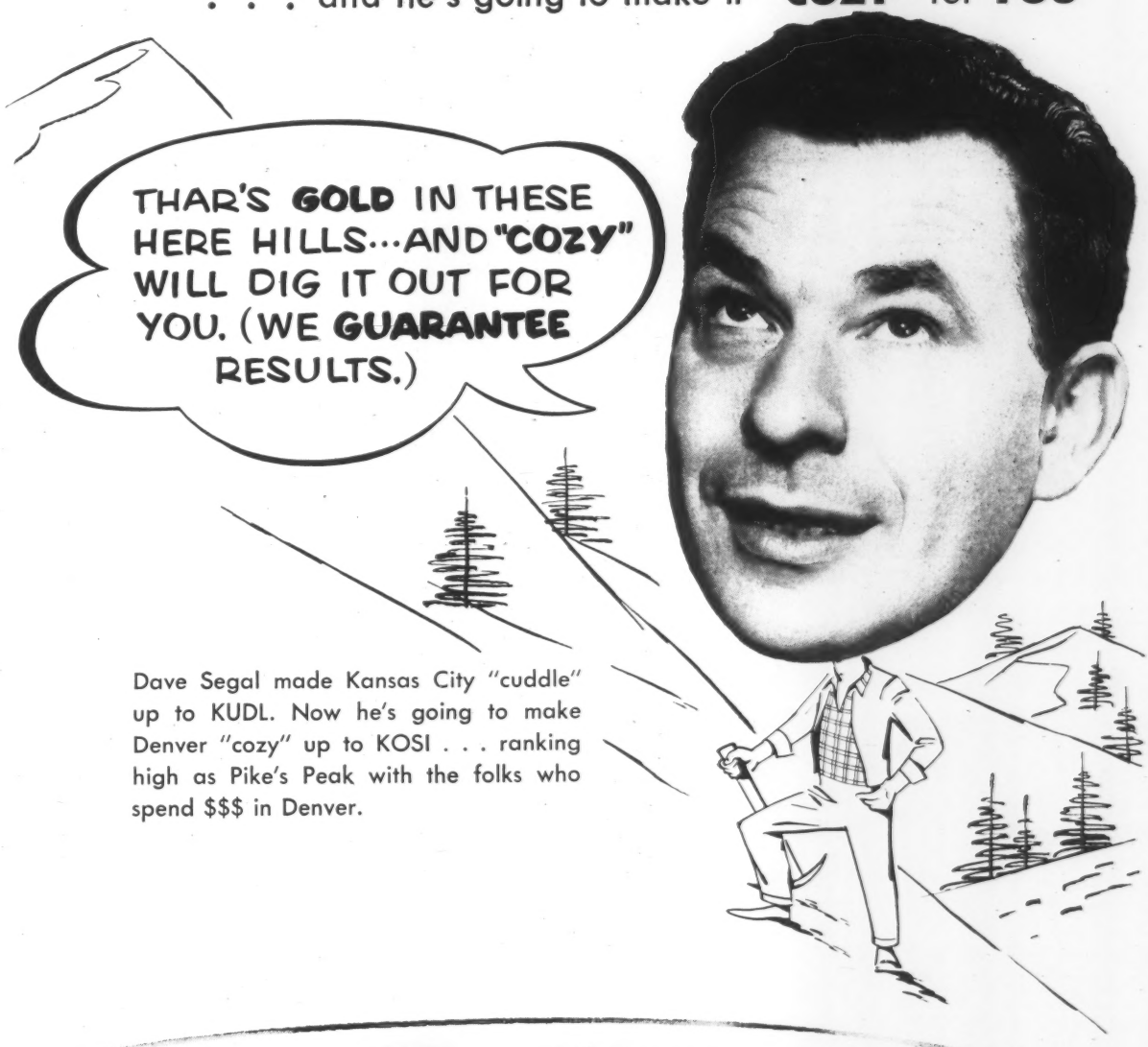
Mr. Prosser related the party had "practically continuous" fund drives for various purposes and the executive committee would suggest 50 to 75 names and decide which would be "touched" in a particular case.

The witness testified a number of names would be scratched off the list, but recalled Mr. Lamb's name remained on the list to be solicited for contributions for sending delegates to a state party meeting at Akron in 1939. Mr. Prosser said he never met Mr. Lamb. There was no testimony that Mr. Lamb was solicited.

The WICU renewal hearing issues include whether or not Mr. Lamb misrepresented himself when he said he never had Communist associations. Mr. Lamb, who denies the allegations, waits completion of the Broadcast Bureau's case before presenting his evidence. Hearing has been underway since mid-September [B•T, Sept. 20, *et seq.*].

# NOW! DAVE'S IN DENVER

. . . and he's going to make it **"COZY"** for **YOU**



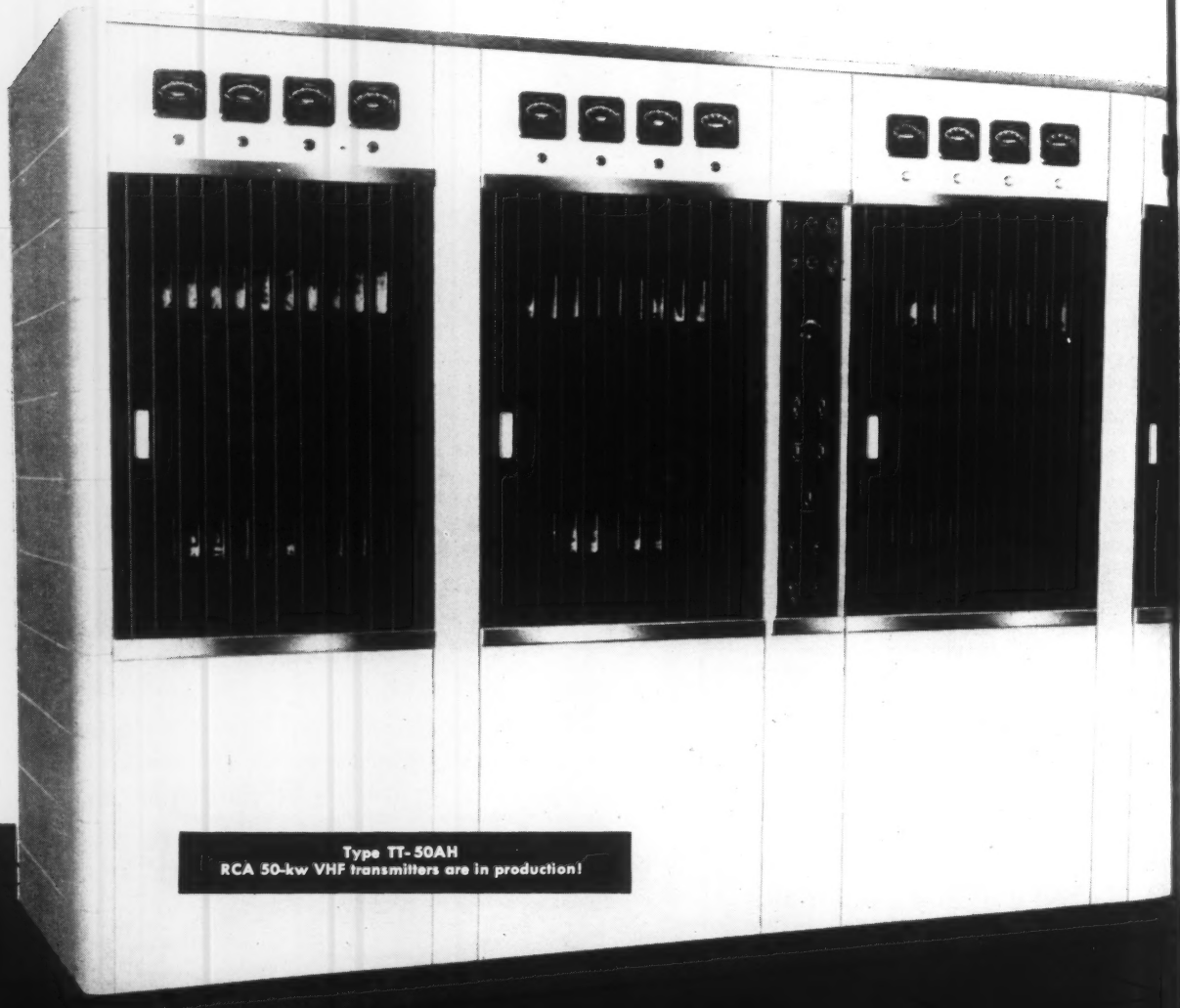

Dave Segal made Kansas City "cuddle" up to KUDL. Now he's going to make Denver "cozy" up to KOSI . . . ranking high as Pike's Peak with the folks who spend $$$ in Denver.

# KOSI

**KOSI IN DENVER—1000 W—1430 KC**
9100 EAST COLFAX, DENVER 8, COLO. EMpire 6-2695

KUDL IN KANSAS CITY, MO.—1000 W—1380 KC
KDKD IN CLINTON, MO.—1000 W—1280 KC
WGVM IN GREENVILLE, MISS.—1000 W—1260 KC

# ANOTHER RCA 50 KW VHF



Type TT-50AH
RCA 50-kw VHF transmitters are in production!

RCA

**RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

*Announcing*

THE NEW **KWTV** OKLAHOMA CITY

*The Worlds Tallest Man-made Structure*

DESIGNED AND FABRICATED BY
**IDECO DIVISION**
DRESSER-STACEY COMPANY

•

ERECTED BY
**MIZELL CONSTRUCTION COMPANY**
**AND TRUCK LINE**

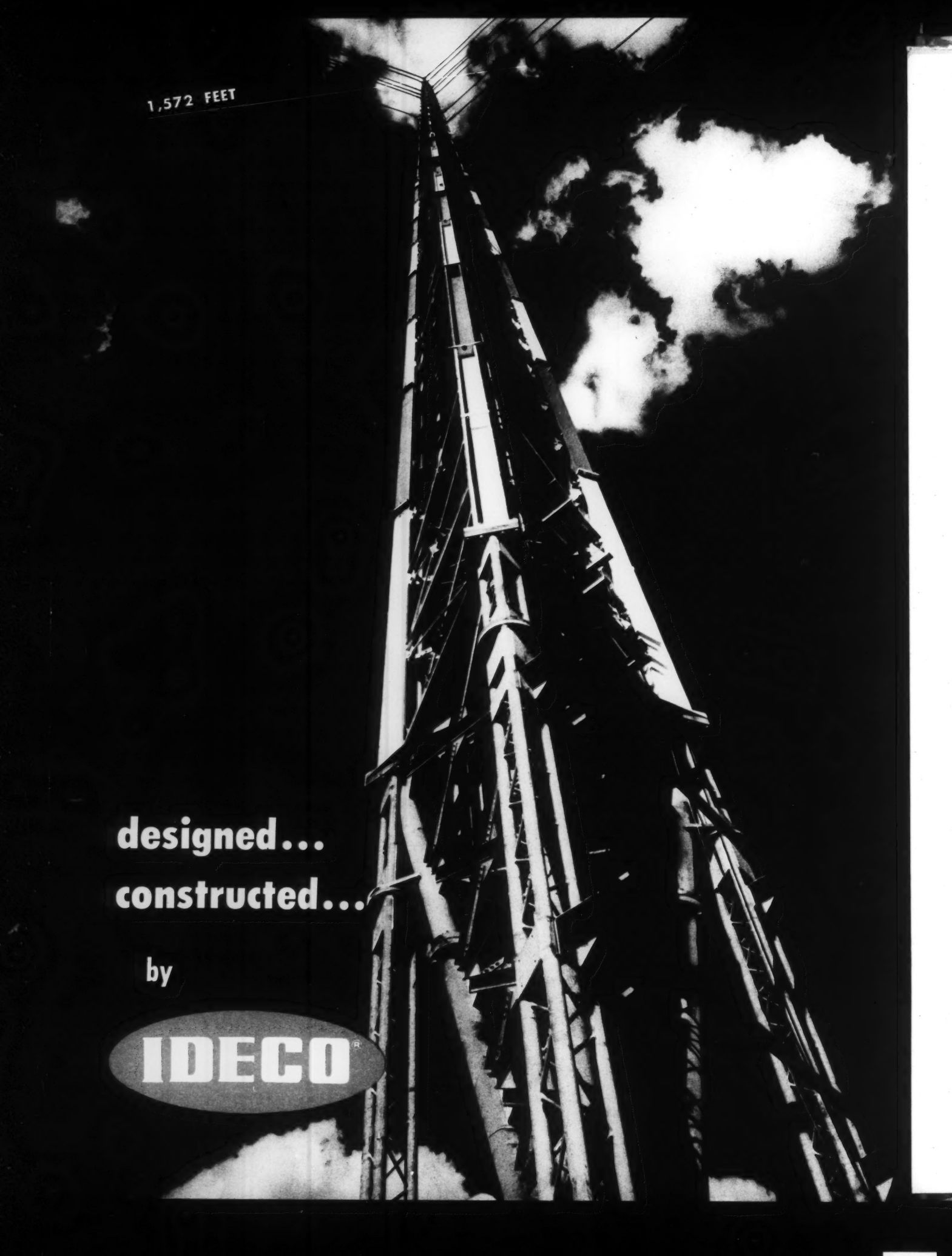
•

COMPLETELY EQUIPPED BY
**RADIO CORPORATION OF AMERICA**

•

OWNED AND OPERATED BY
**OKLAHOMA TELEVISION CORPORATION**

**316,000**
WATTS


1,572 FEET
designed...
constructed...
by
IDECO®

*For Top Coverage in a Top Market*

# TALLEST

## man-made structure in the world

Ideco designed . . . Ideco constructed . . . KWTV's tower, the *tallest man-made structure in the world* required the pioneering of new concepts in tower design.

The sheer magnitude of the structure posed its own problems. Look at these factors: every massive structural unit shop-fabricated to precise tolerances, then completely Hot-Dip galvanized . . . 2,800,000 pound working load supported by a porcelain insulator with a crushing strength of over 11,000,000 pounds . . . 1,300,000 pounds of structural steel . . . 50 tons of bolts . . . over 5 miles of guy cables. And the tower was raised in only 9 weeks!

KWTV owners placed their confidence in Ideco's tower experience dating back to broadcasting's infancy . . . and in Ideco's proven ability as demonstrated by the Ideco Tall Towers already serving the broadcasting industry. For a sound, dependable structure that will support your antenna, regardless of height or weather . . . *consult Ideco first*. Get top coverage of your market with the top name in towers . . . Ideco.

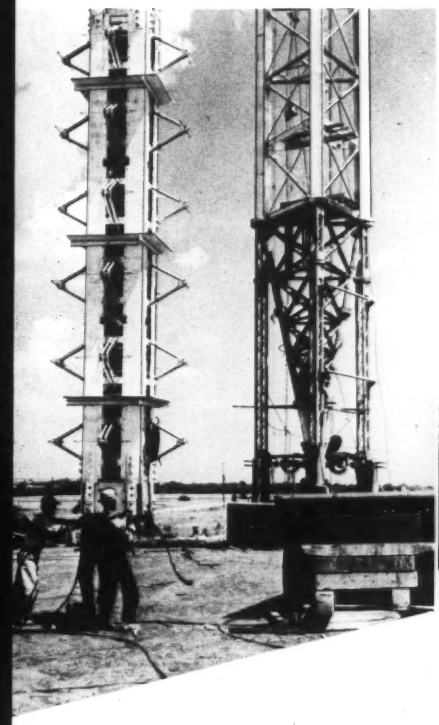
**IDECO DIVISION**
**Dresser-Stacey Company** **Columbus 8, Ohio**
*Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.*

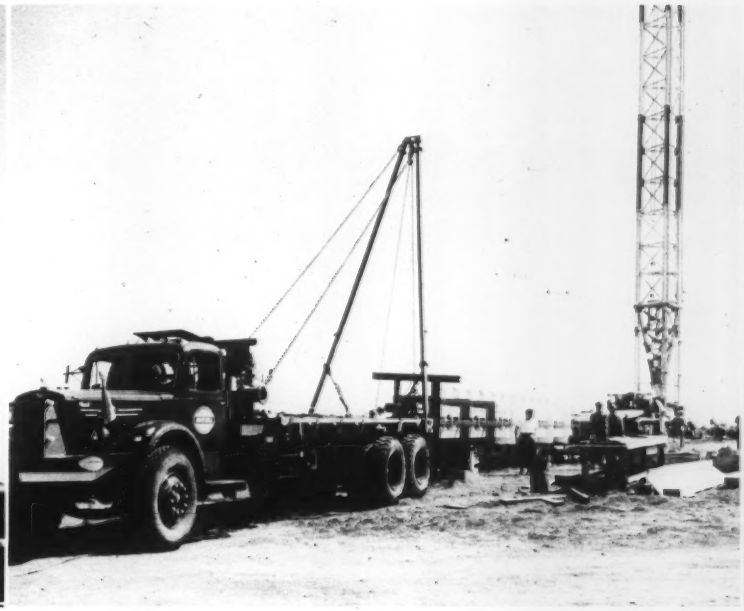
THE STORY UNFOLDS HERE

Next to the final job was the raising of the 78'8" RCA fourteen layer supergain antenna of the Channel 13 Oklahoma Educational Television Authority.

One 30-ton, two 15-ton and one 5-ton trucks were used in handling 1,323,392 pounds of tower and 28,690 feet of cable used in this huge tower.

The self-operating electric gin pole used was specially designed by Leonard Mizell for the KWTV antenna job.





# *PUSHING 1,323,392 pounds of TOWER 1,572 feet UP IN THE AIR*

## ...that was MIZELL'S part of the world's tallest man-made structure

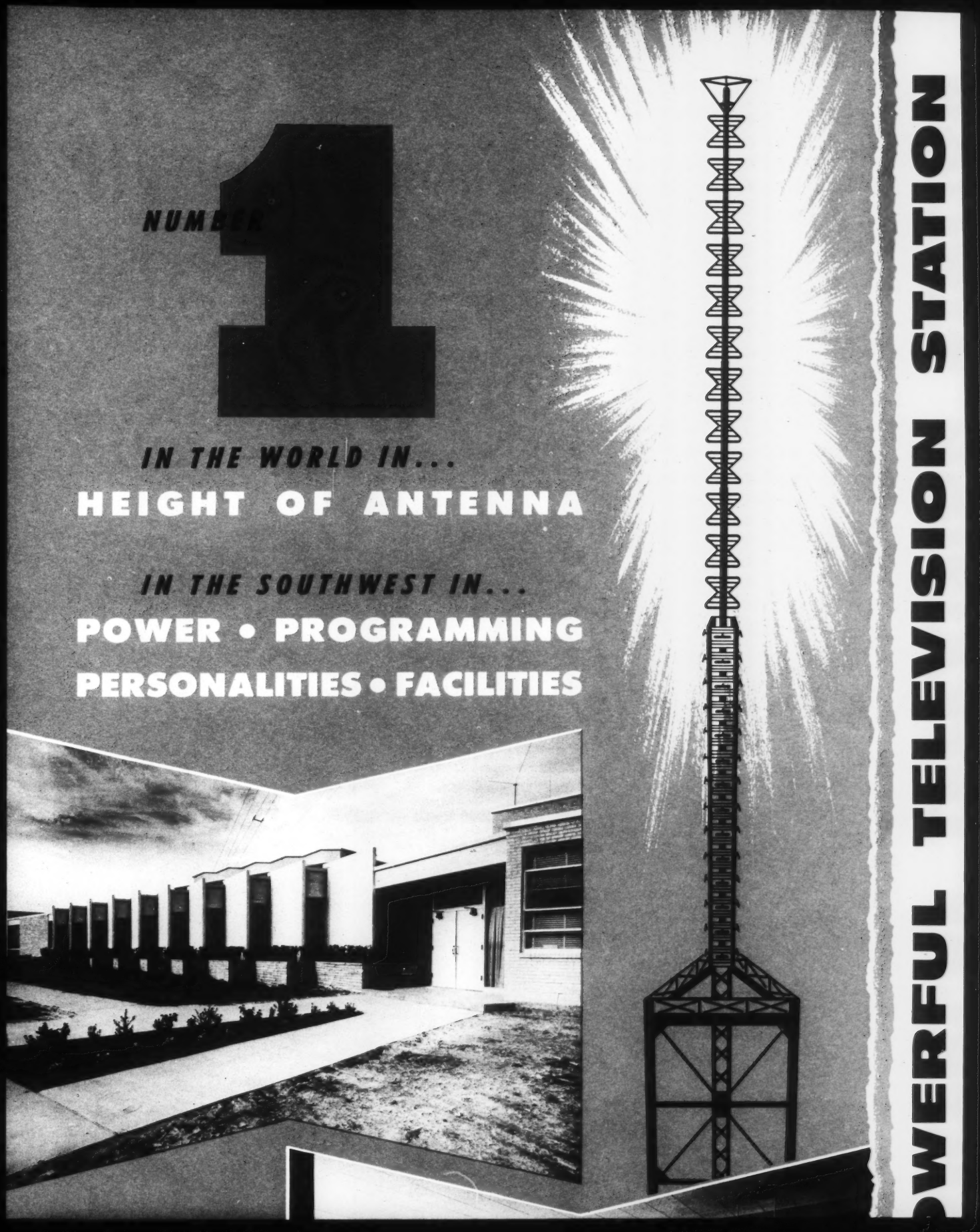
Employing a self-operating electric gin pole, especially designed for the KWTV job by Leonard Mizell, the company cut in half the time ordinarily required to complete a task of this tremendous size. But then, that's the Mizell way of doing things. Starting in 1943 with six men, the Mizell staff now numbers 150. They operate 40 trucks ranging from 5 to 30-ton capacity . . . plus 20 crew and field cars—can put ten complete tower crews in the field at one time. Remember, just because it has never been tried before is no reason why Mizell won't tackle it.

A ⅞" cable operating from a Cardwell Draw Works hoisting engine, with reduction gears to give more line pull and slower speed, hoisted the tower sections into place.

MIZELL CONSTRUCTION COMPANY & TRUCK LINE—GANADO, TEXAS

XUM

XUM


NUMBER 1
IN THE WORLD IN...
HEIGHT OF ANTENNA
IN THE SOUTHWEST IN...
POWER • PROGRAMMING
PERSONALITIES • FACILITIES
POWERFUL TELEVISION STATION

XUM

XUM

KWTV's new home is one of the most modernly efficient television stations in the nation. It is a showplace on U. S. highway 77 just north of Oklahoma City.

First impression, as you enter the comfortable, inviting lobby at KWTV is one of friendliness, an impression that grows stronger as you meet the folks who make KWTV tick.

No matter where you go, in the control rooms, transmitter room, behind the camera or atop the 1,572-foot antenna, you'll find the RCA emblem of superiority on all KWTV equipment.





Studio facilities at KWTV are unmatched anywhere in the Southwest. Two studios, one 30 x 30 feet and one 70 x 50 feet, can be converted into any type of live production.

Building live programs that hold audiences and sell products is one of the big reasons why KWTV has become so universally popular in so short a time. Typical is the Monday-thru-Friday Eddie Coontz show, shown here in rehearsal.



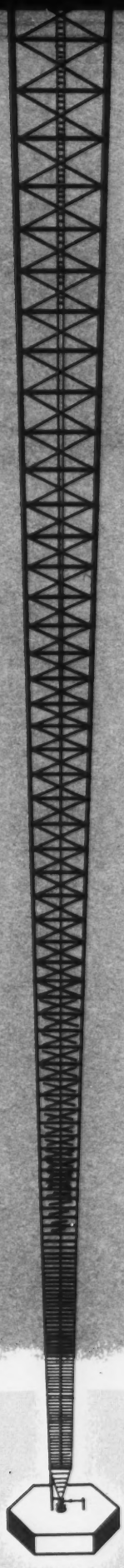
S • THE SOUTHWEST'S MOST P

XUM

It's here! The biggest event in the history of television in the Southwest! KWTV has completed its record-breaking tower. It is now on its full authorized power . . . and Oklahomans are finding out just what 316,000 watts of power from a 1,572-foot antenna can do to television watching habits. Thousands of folk within the state . . . and many from beyond . . . are enjoying for the very first time the full and satisfying advantages of Number 1 television reception, programming and know-how. The new KWTV has brought about another important change, too . . . a complete revision and revamping of market data and coverage maps. Studies are going on right now. New facts and figures are being recorded each day and complete reports will soon be available that will move fringe areas miles and miles back. Take a look through your files on Oklahoma. Mark any data you have dated before November 1 obsolete. Make room for new data about a new market created by the new KWTV . . . the most powerful sales medium in the Oklahoma market today.

# KWTV

CHANNEL 9 OKLAHOMA CITY



1572 FEET HIGH • 316,000 WATT

Fred L. Vance, Sales Manager . Edgar T. Bell, General Manager

AFFILIATED MANAGEMENT, KOMA, CBS RADIO

Represented by AVERY-KNODEL, Inc.

**OKLAHOMA'S**

*Most Powerful*

**TELEVISION STATION**

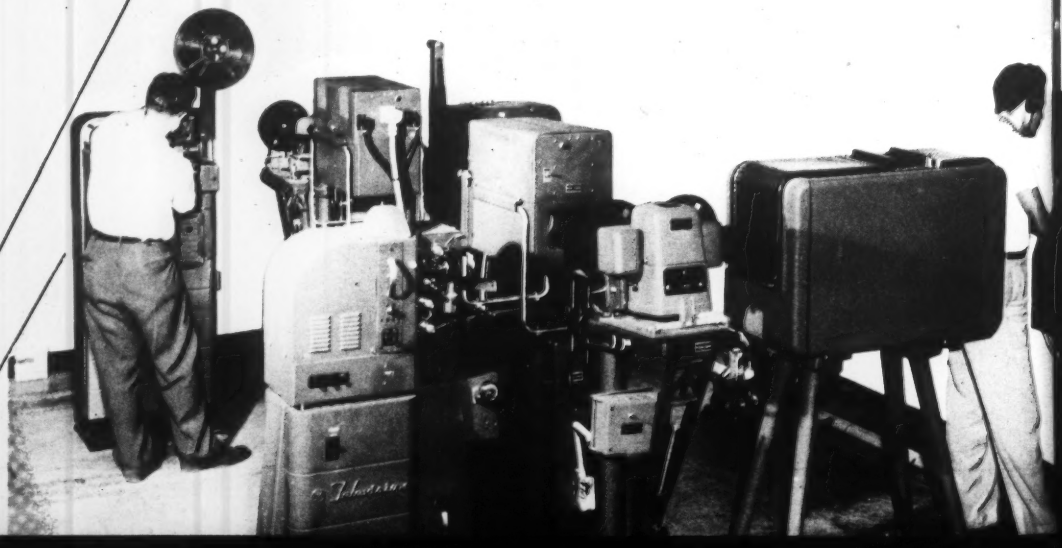
**completely equipped by**

**RADIO CORPORATION OF AMERICA**

All control room equipment at KWTV is RCA. The director at the studio control console handles the camera switching with RCA model TS20A relay switches. Shading for studio and film shows, special effects, split screen work, etc., is handled from the master control room, also RCA equipped.

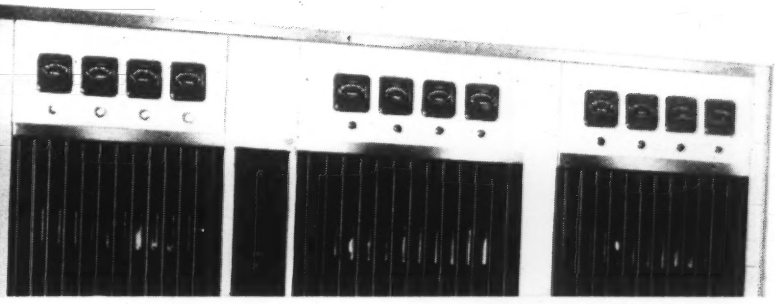
KWTV's giant 50,000 watt, model 50TTAH transmitter is the last word among RCA high powered transmitters, meeting all the latest FCC requirements. It features the new air-cooled tubes and is designed for color transmission.

KWTV's projection room includes three 16mm new type RCA TP6A motion picture projectors, two RCA slide projectors and a grey telop. One of the new features is the automatic changing of lamps in the projector in case of a burned out lamp.



# ...now "ON-AIR"

## —at KWTV Channel 9 Oklahoma City



## Saturation Coverage with RCA's 50KW VHF and High-Gain Antenna

**KWTV** is another high-power VHF station "on-air"—and delivering saturation coverage! And like most high-power VHF stations, KWTV does it with an RCA "Fifty" and an RCA High-Gain Superturnstile Antenna.

Here's why more than SIXTY high-power stations have selected RCA's "Fifty":

**RELIABILITY.** RCA 50-KW equipments are built to operate with *"day-in day-out"* reliability. (Ask any of the RCA-equipped 50-KW VHF stations already on air.)

**CONSERVATIVE DESIGN.** RCA 50-KW VHF's deliver a full 50 kilowatts of peak visual power—*measured at the output of the sideband filter.* You get full power output on both monochrome — AND COLOR — *with power to spare!*

**SATURATION COVERAGE.** An RCA 50-KW VHF, operated in conjunction with an RCA Superturnstile Antenna, is capable of "flooding" your service area with STRONG SIGNALS—*close in and far out!* With standard antennas, RCA 50-KW's can develop 316 KW ERP—with power to spare.

**AIR-COOLED.** RCA 50-KW VHF's are all air-cooled. You save on installation costs and maintenance. Visual and aural P.A.'s use conventional RCA power tetrodes (Type 6166).

**MATCHED DESIGN.** RCA 50-KW VHF's are "systems-matched" to deliver peak performance in combination with RCA 50-KW antenna systems.

**COMPLETE SYSTEM.** RCA supplies everything in system equipment to match the RCA "50-KW" precisely; Antenna, transmission line, fittings, tower, r-f loads, diplexers — and all other components needed to put a 50-KW VHF signal on the air.

Take advantage of RCA's 25 years' experience in designing and building high-power equipment. Ask your RCA Broadcast Sales Representative to help you plan a completely-matched high-power system. In Canada, write RCA Victor, Ltd., Montreal.

**RCA High-Gain Superturnstile Antenna (TF-12BH)**

***RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION***

## Dunbar to WERE Cleveland As General Sales Manager

CHARLES A. DUNBAR, account executive with CBS Radio Spot Sales, has been named general sales manager of WERE Cleveland, effective Nov. 1. Mr. Dunbar has been associated with the CBS Spot Sales organization for the past year, and before that was with the WOR New York sales department for about two years. He is a graduate of Fordham U., served in the Navy during the war, and then was with International Business Machines for four years.

MR. DUNBAR

## Local, Live Colorcasts Inaugurated by WBAL-TV

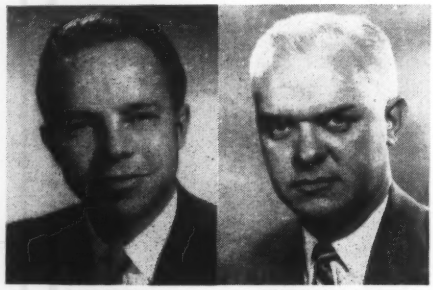
LIVE LOCAL color television was inaugurated by WBAL-TV Baltimore last Thursday with a five minute colorcast during the hour-long *Homemakers Institute*, conducted by cooking expert Mary Landis.

John Wilner, vice president in charge of engineering, handled production. Color shades were "excellent," the station reported.

The next WBAL-TV local colorcast will be held Nov. 17 when Sylvester L. (Pat) Weaver, president of NBC, is scheduled to address the Advertising Club of Baltimore on color tv. The *Homemakers Institute* will be telecast in color for the full hour and will feature, among other things, a fashion show based on the December issue of *Good Housekeeping*.

## Ken Carey Named Manager Of AM Sales S. F. Office

OPENING of a San Francisco office by AM Radio Sales Co. has been announced by KMPC Los Angeles, one of six stations represented by the firm. Ken Carey, KMPC account executive, has been named manager of the office. Mr. Carey is succeeded at the station by Jack Mulligan, formerly account executive-sales manager for KLAC Los Angeles. With the opening of the new office, Robert Block, who has been West Coast representative for AM Radio Sales, will become Los Angeles manager with offices at KMPC. Stations represented by the firm, in addition to KMPC, are KOOL Phoenix, KOPO Tucson, WIND Chicago, WLOL Minneapolis and WMCA New York.



MR. CAREY MR. MULLIGAN

## CBS Radio Spot Sales Salutes Grady Cole

STAFFS of the New York and Chicago offices of CBS Radio Spot Sales joined in a closed circuit salute last week to Grady Cole [OUR RESPECTS, Nov. 1], WBT Charlotte, N. C., radio personality who is celebrating his 25th anniversary with the station. Highlight of the event was the appearance of Adrian Murphy, CBS Radio president, to offer congratulations on behalf of the network.

The three-way tribute climaxed "Grady Cole Week" and a series of nationwide radio salutes to Mr. Cole. Closed circuit facilities of CBS Radio were used to connect Chicago and New York.

CBS executives who took part in the broadcast in addition to Mr. Murphy were: Henry R. Flynn, general sales manager in New York for CBS Radio Spot Sales; Chick Allison, eastern sales manager; Wendell Campbell, vice president of CBS Radio in charge of station administration, and Gordon Hayes, western sales manager.

## KSTP-AM-TV Names Rosene; Brazzil Moves to WJIM-TV

MARVIN L. ROSENE, who joined KSTP St. Paul last Jan. 1 as regional sales manager for radio, has been appointed general sales manager for KSTP-AM-TV, it was announced last week by Stanley E. Hubbard, president and general manager of KSTP Inc.

Mr. Hubbard said appointment follows resignation of William R. Brazzil, Minnesota sales manager for KSTP-TV, who becomes general sales manager at WJIM-TV Lansing, Mich. (see story page 78). Karl A. Plain, formerly national sales manager, has assumed new duties as sales development manager for KSTP radio.

Mr. Rosene has been in radio since 1947 when he joined the local sales department of WHBF Rock Island, Ill. He later became national sales manager for the station. In 1946 he was sales manager for WQUA Moline, Ill., and then served as general manager for several midwestern stations.

MR. ROSENE MR. BRAZZIL

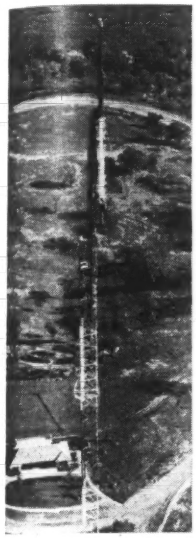
## KTSA-AM-FM Names Raymer

KTSA-AM-FM San Antonio, whose acquisition by O. R. Mitchell Motors Inc. from the *San Antonio Express* for $175,000 was approved a fortnight ago by the FCC [B•T, Nov. 1], will be represented nationally by Paul H. Raymer Co. effective immediately, according to Charles D. Lutz, who continues as manager under the stations' new ownership.

## WOR-AM-TV's Menkin Quits

LAWRENCE MENKIN has resigned as program director of WOR-AM-TV New York, it was announced last week, in a move attributed to "the trend toward programming of top-grade feature films on WOR-TV." No replacement for Mr. Menkin is anticipated.

## KMBC-TV Completes New 1,023-Ft. Transmitter Tower



THE top section of the tower at KMBC-TV Kansas City, Mo., is put in position 1,023 ft. above its base section and 1,079 ft. above average terrain.

KMBC-TV Kansas City, Mo., announces the completion of its new tall tower Oct. 27 with the raising into place of an 80-ft. antenna, weighing 8,000 pounds. The new structure is 1,023-ft. tall.

Construction of the tower began Sept. 12 when the base section was set in place. Ch. 9 KMBC-TV expects to operate at full 316 kw shortly when coaxial cables will be installed linking the tower with a new RCA transmitter, John T. Schilling, general manager, has reported. The station said consulting engineers have predicted the strengthened signal will be received 85 miles away and 150 miles away in fringe areas.

## NBC Spot Sales Meeting Hears Sweeney's Answers

ADDRESSING some 50 promotion, publicity and merchandising executives of NBC Spot Sales and the stations it represents, BAB President Kevin Sweeney last week called for more "exciting" programming and more aggressive selling and promotion as answers to radio's current "problem."

He told the group, gathered for its third annual meeting in New York under NBC Spot Sales' guidance, that radio executives should recognize rather than ignore the fact that they face problems, but that they must also realize that intelligent, imaginative operation and promotion will solve them.

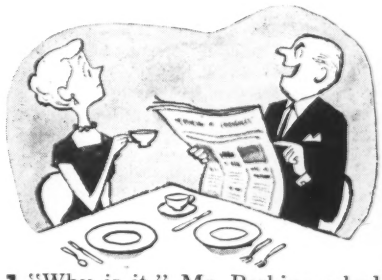
Mr. Sweeney said radio men should develop and sell programs that will excite attention, and stop selling "bar charts on how cheap" radio is. They should sell and promote "what we have," he continued, noting that "there are no people to reach that we don't reach."

He scored broadcasters' "constitutional inability to part with our money for promotion," and advised stations to abandon their emphasis on claims of "being first" in favor of logical, consistent, specific and regularly displayed promotion and advertising themes. Moreover, he maintained, stations must "remember who our competition is"—printed media—and concentrate their fire on them instead of raiding each other.

NBC Spot Sales leaders conducting the opening sessions included Thomas B. McFadden, director of national spot sales; H. W. Shepard, manager of new business and promotion; Max E. Buck, merchandising director; Mort Gaffin, advertising manager, and Robert F. Blake, publicity director.

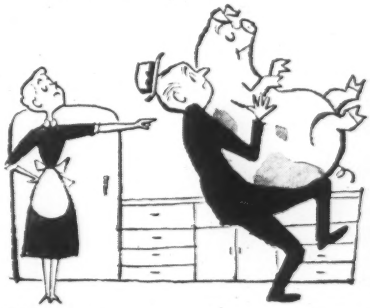

# Mr. Perkins buys a pig

—and gets some first-hand information on what the American meat packing industry does to earn its keep.



1. "Why is it," Mr. Perkins asked his wife, "that you pay more than twice as much for pork chops as porkers are bringing on the farm? We will buy a whole pig—have pork chops more often and save a lot of money, too."

2. So Mr. P. drove to the country, bought a very choice 240-lb. pig (he hadn't known they ran so big). He also found out that . . .



3. There is quite a bit of difference between pork on the hoof and pork in the refrigerator. He had to hire somebody to turn the pig into eatin' meat.

4. When it was dressed, his 240-lb. pig had shrunk to only 180 lbs. It still had to be turned into kitchen cuts by somebody skilled at that sort of thing.

5. After cutting up, the 180 lbs. of pork had shrunk to only 135 lbs. of meat cuts—*only 10 lbs. of which were center cut chops.* The hams still had to be cured, bacon smoked and sliced, sausage made.

6. "I much prefer to be able to pick and choose just the cuts I want—when I want them," said Mrs. Perkins. "With packers and retailers on the job, I know any cut I want will be available when I want it."

*AMERICAN MEAT INSTITUTE*

*Headquarters, Chicago* — *Members throughout the U. S.*

# STUDY OF RATINGS ESSENTIAL—VENARD

## Representative firm president tells RTES timebuyers should familiarize themselves with and study rating services.

TIMEBUYERS will be doing themselves, their agencies and the broadcast media a service if they get all the facts about each rating service and familiarize themselves with all the different rating services, Lloyd G. Venard, president of the station representation firm of Venard, Rintoul & McConnell, advised a Radio & Television Executives Society luncheon group last Tuesday.

MR. VENARD

The luncheon was the second in a series in the RTES' "Timebuying and Selling Seminar."

Other panel speakers were Thomas J. Lynch, media buyer of Young & Rubicam, and Dr. E. L. Deckinger, vice president and research director, The Biow Co. Moderator was Mary McKenna, WNEW New York research and sales development director.

Theme of the panel was the "pitfalls and pratfalls" in audience research, which was broken down into "MUC"—standing for meaning, use and calculations—of ratings. Ratings, which measure things, differ because they all measure different things, the speakers pointed out. They stressed that not just one rating of a program should be used and that the type of audience also must be studied in addition to the number of people reached by the program.

When using ratings for "calculations" many "pitfalls" are encountered including blind usage of them and mixing of numerical ratings which stand for different things (i.e., average audience, total audience, average audience tendency, peak of performance etc.), they agreed.

Mr. Venard described some of the errors in buying local "spot" on radio or tv as: failure to take into account statistical variation, program changes, date of surveys, number of calls for a certain period of time made during the survey, and buying on "ratings but forgetting the product or product use." Mr. Venard also warned of the difference in announcements—purchased for sales impact—and IDs or chainbreaks which, he said, are purchased usually as reminders.

Failure to remember that radio's "at-home audience" does not include auto, extra-room and beach listening also can be a "pitfall" for the timebuyer, he said.


The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

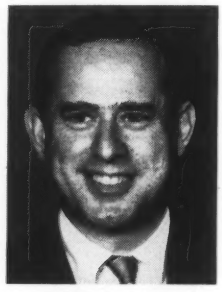
WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.


# WABD (TV) Names Crawford Sales Mgr.

APPOINTMENT of William Crawford, formerly sales manager of WOR New York, as sales manager of DuMont's WABD (TV) New York was announced last week by George L. BarenBregge, recently-named manager of the station [B•T, Sept. 27]. Mr. Crawford succeeds Larry Wynn, who resigned several weeks ago.

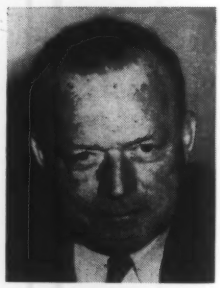


MR. CRAWFORD

Mr. Crawford was associated with WOR for 13 years, having joined the station in 1941 as assistant promotion manager. In 1943, he was appointed an account executive for the station's sales department, and in 1951 was elevated to sales manager. He began his career as a copywriter for the J. Walter Thompson Co. in 1940.

# Phillips Succeeds Woodworth As General Manager of WFBL

APPOINTMENT of Charles F. Phillips, commercial manager of WFBL Syracuse, as general manager of the station was announced last week by Oscar F. Soule, president. He succeeds Samuel Woodworth, who died Oct. 23 [B•T, Nov. 1]. Mr. Phillips has been with WFBL since 1924. He has worked in the engineering, announcing, producing, programming and selling departments of the station.



MR. PHILLIPS

In the broadcasting field, he is a member of the 20-year club of the Pioneers of Radio and the Station Advisory Board for the Crusade for Spot Radio.

# McConnaughey Speaks At WJIM-AM-TV Fete

BROADCAST stations and networks "have been going out of their way to equalize time in the political campaign," FCC Chairman George C. McConnaughey said Oct. 31 during a visit to the new million-dollar WJIM Country House at Lansing, Mich. [B•T, Nov. 1].

Making his first official visit to a commercial radio-tv plant, Chairman McConnaughey participated in an inaugural program that included Eddie Fisher as m.c., Janis Page, the McGuire Sisters, the Tommy & Jimmy Dorsey orchestra, George Gobel and Bud & Cece Robinson. Harold F. Gross, WJIM-AM-TV president, and Howard K. Finch, vice president, took part in the program.

Chairman McConnaughey said the Commission "wants to lean over backward to let both sides be heard during campaigns." He added, however, that the FCC "can't force people to give time willy nilly." He said both sides in a campaign tend to feel at various times that they are not getting equal treatment. "FCC is designed to regulate, but not to tell people what to do," he said.

Taking part in the ceremonies was William R. Brazzil, currently of KSTP-AM-TV St. Paul, who joins the WJIM organization next week as general sales manager.

The WJIM Country House was five years in the planning and building stage. It combines strictly modern architecture with warm, living-room decorations. All draperies and rugs were specially woven and contain symbolic patterns. Many of the antique pieces found around the plant were selected in Europe by Mr. Gross, with the entire decor based on a valuable early French Provincial table-top desk.

## REPRESENTATIVE PEOPLE

**Emery G. Richmond,** in charge of radar defense for Montreal area in Royal Canadian Air Force reserve, to Radio & Television Sales Inc., Montreal, as manager.

**Vincent Meade,** assistant director of research, CBS Radio Spot Sales, N. Y., and **Fred Nassif,** merchandising manager, Galen Drake-Housewives Protective League programs, WCBS New York, appointed account executives for WCBS in N. Y. office, CBS Radio Spot Sales; **Peter Storer,** WJBK-AM-TV Detroit, to CBS Radio Spot Sales as account executive.

**Robert P. Cronin,** sales staff, W. J. Fitzpatrick & Assoc. (trade magazine and newspaper representative), Chicago, to Hoag-Blair Co., same city, as account executive.

**Robert W. O'Brian,** formerly midwest sales manager, United Artists Television Corp., Chicago office, to Harrington, Righter & Parsons Inc., Chicago office, as account executive.

**David Alan Harris,** manager, George W. Clark Inc., N. Y., to sales staff, Adam Young Television Corp., same city.

**A. Gifford Eager Jr.,** formerly with WFTL-TV Fort Lauderdale, Fla., to tv sales staff, George P. Hollingbery Co., N. Y.

# How to color a TV network...

Changing the television network so that it can carry color pictures is a big job—one that is still going on.

Black and white pictures are easy to handle by comparison. But color requires three times as much information. And all of it must reach every point on the network at the correct level and without being changed.

Otherwise, the actress might have purple hair instead of red.

To keep the colors true, equalizers are added at many locations along the network, and more amplifiers are installed to boost the signal.

Hundreds of technicians have been trained in color techniques and many more are being taught to maintain and adjust the added equipment to exact standards.

Already more than 36,000 channel miles in the nationwide television network have been adapted for color transmission, as the Bell System continues to keep pace with the industry's rapidly expanding needs.

**BELL TELEPHONE SYSTEM**

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

## STATION PEOPLE

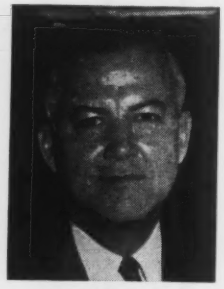
**John H. Battison,** formerly education director, National Radio Institute, Washington, to CHCT-TV Calgary, Alta., which began operation Oct. 8, as general manager.

MR. BATTISON

**William Rambo,** sales representative, KOVR (TV) Stockton, Calif., appointed general sales manager; **Marshall Plant,** formerly with KPIX (TV) San Francisco, appointed sales service manager, KOVR.

**Marian Komar,** KLAS-TV Las Vegas, appointed sales manager.

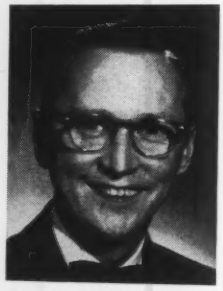
**Robert B. Rietman,** salesman, WCPO Cincinnati, appointed radio sales manager.


MR. RIETMAN

**J. H. Lawson,** former owner-operator, KBKW Aberdeen and KWNW Wenatchee, both Wash., to KCSB San Bernardino, Calif., as sales manager.

**French Ferguson Jr.,** producer, WOAI-TV San Antonio, Tex., promoted to program and production manager; **John Gillies** returns to WOAI-AM-TV.

**John Maynard Wilson,** local sales staff, WOW-TV Omaha, appointed local sales manager; **George Carpenter III,** sales coordinator, appointed to sales staff; **Jack Silver,** technical staff, succeeds Mr. Carpenter.


MR. WILSON

**Jack Mazzie,** production manager, WREX-TV Rockford, Ill., promoted to program director, succeeding **Eldon Anspach,** who has moved to WTVW (TV) Milwaukee; **Rod MacDonald,** formerly operations director, WLWD (TV) Dayton, Ohio, succeeds Mr. Mazzie; **George Raubacher** appointed sports director, succeeding **Bill Sheil; Dick Peck,** WOW-TV Omaha, appointed assistant engineer, succeeding **Bob Truscott,** who has moved to WTVW.

**E. Frederick Griffith Jr.,** formerly with WRFC Athens, Ga., appointed commercial manager, WBML Macon, Ga.

MR. GRIFFITH

**Jack Besse** appointed business development director, KOA Denver.

**Jimmy Clark,** musician and arranger, WJR Detroit, appointed musical director.

**Mark Dean,** formerly assistant promotion manager, WGLV (TV) Easton, Pa., to WFMZ-TV Allentown, Pa. (scheduled to begin operation shortly), as promotion and merchandising manager.

MR. DEAN

**Marjorie Rogers,** program sales staff, KRNO San Bernardino, to KGB San Diego, as suburban sales representative.

**A. H. Bates,** assistant auditor, Westinghouse Broadcasting Co. headquarters, Phila., supervising all WBC payroll activity and KYW and WPTZ (TV) Philadelphia station auditor, has had duties realigned to devote fulltime to WBC headquarters; **Robert G. Peters,** formerly chief accountant, WPTZ, appointed station auditor; **Edward Kane,** accounting dept., KYW, promoted to station auditor.

**Jack Butler,** sales service representative, KLAC Hollywood, appointed account executive.

**Lester J. Mallets,** advertising manager, Charles Antell, Baltimore, to New York sales staff, WATV (TV) Newark, N. J.

**John C. Wilson,** formerly cameraman, WTOV-TV Norfolk, Va., and **Henry F. Connally Jr.,** formerly transmitter operator, WEAT West Palm Beach, Fla., to engineering staff, WJNO-TV there.

**Dolf Droge,** formerly with WWSO Springfield, Ohio, to WLW Cincinnati as disc m.c.

**Richard E. Thompson** and **Emery L. Chase,** KSON San Diego, appointed program director and assistant station manager, respectively.

**W. Perry Dickey,** formerly program manager, WOAI-AM-TV San Antonio, Tex., to KOMA-KWTV (TV) Oklahoma City in same capacity.

MR. DICKEY

**John Fisher** appointed program director, KCHA Charles City, Iowa.

**J. Ross McPherson,** engineering staff, WLWA (TV) Atlanta, Ga., to WEAT-TV West Palm Beach, Fla. (target date: Jan. 1), as chief engineer; **Ed J. Hennessy,** WDAK-TV Columbus, Ga., to WEAT-TV as sales manager; **Peter Cole,** disc m.c., WEAT, becomes program director, WEAT; **Warren MacAllen,** newspaperman and public relations consultant, to WEAT-AM-TV as promotion and public relations director.

**Robert C. Norman** to announcing staff, WSYR Syracuse; **Suzanne Eckermann** to film business staff, WSYR-TV.

**Larry Alexander,** announcer-actor, WLS Chicago, to KHJ Los Angeles.

**David Nowinson,** Hollywood free-lance writer-producer, to promotion-publicity staff, KABC there; **Elroy Hirsch,** sports director, KABC, and offensive left end, L. A. Rams professional football team, announces retirement from active football play at current season end.

**Jack Linkletter,** son of Art Linkletter, starts duties as host of one-hour weekly KNX Hollywood *Jack Linkletter's Teen Club* program.

**Helen Morris** to accounting staff, KYW Philadelphia.

**George H. Jephson** to WDRC-AM-FM Hartford, Conn., as assistant secretary to commercial manager; **Arline Kaiser,** formerly with Capitol Records, Hartford, Conn., office, to WDRC-AM-FM.

**Stover Morris Jr.,** commercial manager, WDVA Danville, Va., appointed to National Committee on Education and Scholarships, American Legion.

**Fae Rice,** associate director of continuity, WLAC Nashville, Tenn., and president, Soroptimist International of Nashville, was radio industry delegate to 17th Conference of Socroptimist International Assn., Southern Region, held in October at Seelbach Hotel, Louisville, Ky.

**Ralph L. Ketterer,** chief engineer, WILY Pittsburgh, and operator, amateur W3VPK, elected president, Amateur Transmitters Assn. of Pittsburgh.

**Lawrence Creshkoff,** assistant manager, WGBH (FM) Boston, father of girl, Margaret Michele, Oct. 20.

**George Ball,** public affairs director, WHLI Hempstead, N. Y., father of girl, Randi Ellen, Oct. 18.

**Bob Gilmore,** cameraman, WJNO-TV West Palm Beach, Fla., father of girl, Karren Elizabeth, Oct. 15.

**John P. Foster,** announcer, WWNY-WCNY-TV Watertown, N. Y., father of boy, John Kent, Oct. 13.

## REPRESENTATIVE APPOINTMENT

**WVEC-AM-TV** Norfolk-Hampton, Va., appoints Avery-Knodel Inc., N. Y.

## Radio, Tv Can't Substitute For Educ. Process—Brownell

NEITHER radio nor television is a substitute for the educational process—"there are no quickened means by which we can acquire knowledge, skills, attitudes beyond our comprehension level," according to U. S. Commissioner of Education Samuel Miller Brownell.

Mr. Brownell in his Oct. 29 speech at the National Assn. of Educational Broadcasters convention in New York also noted that "on the positive side, the saving of time, the ability to create space and the use of accumulated skills of many people, who through research, writing and production have brought a valuable program to a classroom prepared to receive it, is an invaluable aid to teaching." He suggested that the technicians solve the problem of when to use radio or tv in education. "It is surely not economical to merely photograph a radio program, as it would seem futile, also, to produce a television program for sight alone or merely for its sound," he said.

## Educational Tv Needed, U. of Ill. Trustees Say

A STATE-SUPPORTED educational tv station for the U. of Illinois is "highly desirable if not essential," its trustees told the Sangamon County Circuit Court in Springfield last Monday.

The trustees argued for a tax-supported station in reply to a suit filed some weeks ago by an Evanston (Ill.) restaurateur, Stephen Turkovich. The suit, which specifically opposes the allocation of $24,000 from the university's 1954-55 budget for educational television, is backed by the Illinois Broadcasters Assn.

University trustees claimed that residents of Illinois will suffer "irreparable loss" if the proposed station is not constructed and operated. They maintained the outlet is needed to train students for television careers, future video research and produce educational tv fare.

The university received a grant for ch. 12 on Nov. 4, 1953. Proposed call letters are WTLC (TV). No target date has been set.

W. C. SWARTLEY (l), general manager of WBZ-TV Boston, on behalf of WBZ-AM-TV presents a $1,000 check to Dr. Harold Case, president of Boston U., for a fellowship to be given to a man interested in communications who will attend the university's school of public relations and communications. The money for the fellowship was given to the Westinghouse stations by the duPont Awards Foundation for "service to the American people."

## EDUCATION

### EDUCATION PEOPLE

**Nazaret Cherkezian** appointed assistant to director, office of radio-tv for New York U., N. Y.

**Charles A. Scarlott,** former editor, *Westinghouse Engineer,* house organ, Westinghouse Electric Corp., Pittsburgh, and co-author, "Fundamentals of Radio," to Stanford Research Institute, Palo Alto, Calif., as technical information services manager.

**Elizabeth E. Marshall,** assistant radio-tv director, Chicago Board of Education, appointed to Defense Advisory Committee, Women in the Services. Miss Marshall's appointment is for three years.

## PROFESSIONAL SERVICES

### SHORTS

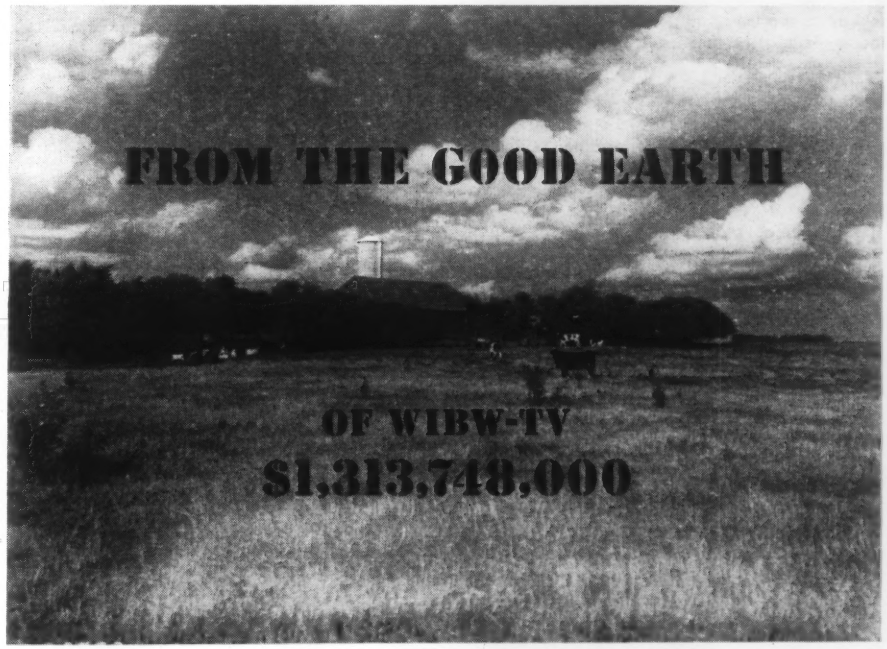
**Bob Wolcott & Assoc.** (public relations), L. A., moves to 1308 Wilshire Blvd., telephone remains Dunkirk 5-1439.

**W. R. Simmons & Assoc. Research Inc.,** N. Y., moves to new quarters at 270 Park Ave.

### PEOPLE

**Frank S. Goodwin,** former public relations director, National Production Authority, L. A., and **Earl A. Hoose Jr.,** corporate public relations dept., Lockheed Aircraft Corp., Burbank, Calif., to Bob Wolcott & Assoc. (public relations), L. A., as account executives.

**Len Allen** appointed merchandising director, American Merchandising Organization, Phila.


One and one-third billion dollars!

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WIBW-TV is the open door to this market . . . to more than 119,000 families* long familiar with our call letters and personalities. Add the terrific impact of video to this established acceptance and you get REAL SALES ACTION.

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* *Excluding Kansas City and St. Joseph, Missouri.*

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS-DuMONT-ABC
Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

# AFM, FILMMAKERS, NETWORKS AGREE

AMERICAN Federation of Musicians and ABC-TV, CBS-TV, NBC-TV, and four top film producers last fortnight completed negotiations for a new film agreement with respect to the music performance trust fund that will be in force for five years, retroactive to last Feb. 1. An AFM spokesman estimated that the fund will receive about $1 million to distribute this year among unemployed members of the union.

One significant concession gained by the networks and film producers, it was reported, was the elimination of a clause in the old agreement, which expired last Jan. 31, under which signatories could produce only films using "live" musicians and therefore were required to contribute to the trust fund. Under the new agreement, signatories may utilize a canned soundtrack and in that eventuality they need not contribute to the fund.

Signatories to the agreement are CBS-TV, NBC-TV, ABC-TV, Desilu Productions, Studio Films, Walt Disney Productions and Ziv Television Programs. It provides for a payment to the fund of 5% of the gross revenue received from the sale of the tv films, or 5% of the station time charges, whichever is less, on sponsored films. On sustaining films, the first run on any station is free, but payment to the fund on each subsequent run will be on the basis of 2% of the film's production cost.

## WGA May Take Action On Communist Question

WITNESSES before congressional committees who "defiantly" admit communist party membership, or seek refuge behind the Fifth Amendment to avoid such admission, will be ineligible to join or remain in the Writers Guild of America if a constitutional amendment now before the group's members is passed at a Hollywood election meeting Nov. 17.

Executives of Writers Guild of America West, Hollywood, told B•T the amendment was "carefully phrased" by Borden Chase, Hollywood screen writer.

The amendment also provides those reluctant witnesses who later "freely" testify before such committees on communist activities or membership, or swear that they are no longer members, or deny such membership under oath, will not be barred from WGA.

Another constitutional amendment under consideration would reduce make-up of branch boards (radio, tv and screen). A third proposed amendment, which would permit establishment of iniation fees not to exceed $50 among various membership classifications, requires further consultation with Writers Guild of America East, New York. WGAW said.

Mail voting on both WGAW officers and constitutional amendments is now in progress, with supplemental in-person votes allowed at the Nov. 17 meeting in Hollywood by those who fail to cast mail ballots.

Also on the agenda are annual reports and statements of temporary WGAW officers; reports on radio staff writer contract negotiations and major motion picture producer contract negotiations—including release of theatrical films to video; forecast on the outcome of current tv network negotiations, based on NLRB certification election and other factors; explanation of new California Employment Department regulations regarding unemployment and disability insurance; discussion of extending and adapting present Screen Writers Guild credit arbitration system to radio-tv, and approval of a permanent WGAW executive director and counsel.

## Cares for Its Own

TOTAL of 490 claims, amounting to about $238,500 in insurance indemnities resulting from accidental injuries to American Guild of Variety Artists' members have been processed by AGVA's Welfare Trust Fund since creation of the fund in November, 1952, Nat Abramson, trust fund chairman, has reported. The fund has terminated and paid 262 injury claims, and two-a-paying $7,500 each—claims for accidental death. Seventy AGVA members are now receiving indemnities because of injuries at work, or in going to, or returning from appointments connected with their jobs, he said.

## Film Council, ATFP Meet To Settle Supervisor Strike

REPRESENTATIVES of the Hollywood AFL Film Council and the Alliance of Tv Film Producers will meet in Hollywood today (Monday) in an effort to settle the strike of the Screen Supervisors Guild against the Alliance.

A meeting was set at the council's request after an SSG delegation sought council intervention last week. Since Oct. 25, the Guild has merely refused to service ATFP members, but has not established picket lines.

Dispute centers around pay rate, with the Alliance demanding the lower major studio scale, while SSG contends that tv work is not steady enough to justify this scale, and that a higher scale should prevail.

At today's meeting, attorney Dean F. Johnson will represent the Alliance, while Ralph Clare, Studio Drivers Union head and Film Council president, and George Flaherty, last Hollywood international representative, will speak for the council.

## AFM Local 802 Sets Up Free Music Program in N. Y.

DETAILS of a plan whereby insurance commissions from its welfare fund will be channeled into a separate corporation to be used for community cultural purposes, particularly to provide free music in New York, have been announced by Local 802, American Federation of Musicians (AFL).

Al Manuti, president of Local 802, said a corporation known as the Musician's Service Corp. has been licensed by the Insurance Department of the State of New York, and it will use commissions to pay for free public music performances of all types, including concerts for various civic and charitable groups and possibly radio broadcasts to encourage "live" music.

Local officials, Mr. Manuti said, hope to encourage private groups to make matching appropriations for free public musical performances. He added that it was the belief of the local that such activities will promote "live" music and create more employment opportunities for members.

## NLRB Drops RTDG Charge Against 'Tribune' Stations

UNFAIR labor practice charge filed against WGN Inc. (WGN-AM-TV Chicago) by the Radio-Television Directors Guild in September last week was dismissed by Region 13 of the National Labor Relations Board. The guild's Chicago local had accused WGN Inc. of refusing to bargain for tv directors last September and the case was referred to a field examiner for investigation [B•T, Sept. 13]. The *Chicago Tribune* outlets argued that the employes were supervisors and thus not subject to the National Labor Relations Act. The dismissal hinged on this aspect as reflected in other board decisions. WGN-AM-TV has another case before NLRB involving charges that AFTRA refused to bargain in good faith prior to current local negotiations.

## Opposition Develops in SAG Balloting for Board Positions

WITH no opposition candidates in the current Screen Actors Guild annual election, incumbent President Walter Pidgeon, First Vice President Leon Ames, Second Vice President John Lund, Third Vice President William Holden, Recording Secretary Paul Harvey and Treasurer George Chandler will remain in office.

However, opposition has developed to a 15-man slate selected by official SAG nominating committee for 15 posts on the union board of directors, with entry of nine independent candidates in the race. Independents Tristam Coffin, G. Pat Collins, Raymond Hatton, I. Stanford Jolley and Harry Lauter will oppose the official nominees Hillary Brooke, Chick Chandler, Nancy Davis, Rosemary DeCamp, Ann Doran, Frank Faylen, Robert Keith, Frank Marlowe, Juanita Moore, Gil Perkins and John Russell (all for three-year terms); Terry Frost and Gene Reynolds will run against Irving Bacon, Ted DeCorsia and Regis Toomey (for one-year terms); and Jack Santoro will compete against Philo McCollough and Dorothy Phillips (for three-year term). Philip Ober, two-year term official nominee, will have no opposition.

Results of mail balloting is to be announced at annual membership meeting in Hollywood Nov. 12, SAG stated.

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- Monochrome and full NTSC color
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- Sound channel meets FCC specifications
- Built-in frequency monitors
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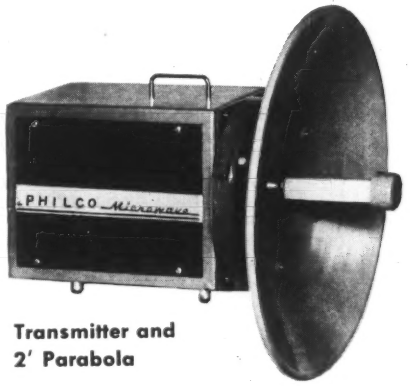
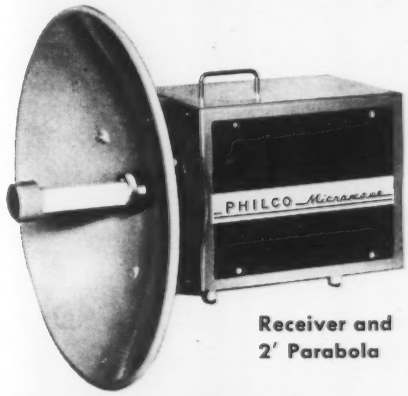



Transmitter and 2′ Parabola

Transmitter Control and Power Supply

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Heart of this new Philco Microwave equipment, Model TLR-3, is a reliable klystron—the one used in Philco multi-channel communications equipment—which provides *a full watt* of transmitter output. Use of interchangeable klystrons permits maximum efficiency in covering frequency ranges between 5925 and 7425 mc. RF units are completely weatherproof and all units are suited to rack mounting in fixed installations. A light weight portable tripod is available for mounting transmitter RF and receiver RF assemblies in the field. Get information on this new Philco TLR-3. Write Philco, Dept. B T today.

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# LINUS TRAVERS LEAVES YANKEE NETWORK

**Executive vice president, famed for editorializing stand, will enter promotion, merchandising and sales field.**

LINUS TRAVERS, executive vice president of Yankee Network, resigned Thursday, effective Dec. 1. Mr. Travers had been in radio over a quarter-century, becoming a leading figure in New England network and station operation.

MR. TRAVERS

He said he planned to enter a new field after the first of the year, specializing in radio and tv sales, promotion and merchandising activity for radio-tv stations as well as for agencies and advertisers.

Mr. Travers gained national attention a decade-and-a-half ago by his aggressive handling of news and special events and his insistence on the right of radio to editorialize. His activity in a local political campaign was a factor in the FCC's famed Mayflower decision banning editorializing. This decision later was abandoned by the Commission.

He had served many years as active director of Yankee Network in New England. Yankee became a General Teleradio property several years ago.

It was believed that Norman Knight, who resigned as manager of DuMont's WABD (TV) New York some time ago to accept another managerial post then not identified [B•T, Sept. 27], would succeed Mr. Travers at Yankee. Mr. Knight was replaced at WABD by George L. Barenbregge.

# ABC-TV Set to Lose $1.8 Million on NCAA

ABC-TV network will lose an estimated $1.8 million on the sports package it bought from the National Collegiate Athletic Assn. for $4 million, according to a Nov. 4 Associated Press story by Hugh Fullerton Jr.

While the story quotes an un-named "observer" as predicting 1954 will be the last year of a national tv plan for NCAA, Asa Bushnell, director of the NCAA Television Committee, reported there is "scant possibility" that NCAA will revise its policy to permit either unlimited tv or regional telecasts.

Mr. Bushnell noted that the primary concern of the committee is "continued protection of football game attendance . . . and the income derived from the sale of television rights has been a secondary consideration." He believed the tv committee would reject a regional plan, as often proposed in the past by the Big Ten and other college interests.

A regional plan, he said, would "run counter to the principle of attendance protection; indeed, regional tv would likely cause maximum damage to attendance." Even in the event of a reduction in the tv rights fee, he said, he felt it would be "surprising if NCAA should alter the objective of the tv program, which is protection of attendance."

Leonard H. Goldenson, president of AB-PT, parent company of ABC Div., reported to stockholders that the NCAA football schedule involved a substantial loss but that this "outstanding fall sports series on tv" has brought "added prestige to the ABC network."

# Miami-W. Palm Beach 'Super' Co-Ax Opened

LONG-PROMISED "super capacity" coaxial cable which can carry more tv programs and long-distance telephone conversations than its conventional system was unwrapped last week by AT&T's Long Lines Department.

The new system was placed in service Nov. 1 along a 70-mile route between Miami and West Palm Beach, Fla. It is equipped with "L-3 Carrier" and initially will provide one northbound and three southbound tv channels.

An AT&T spokesman said Wednesday the new cable took a year to build. The firm has no plans on its drawing board for another such super-tv-telephone cable but expects to construct an "L-3" cable between Newark, N. J., and White Plains, N. Y., for telephone conversations only. Another route—also devoid of tv—is New York-Chicago, along which the new system was instituted to meet long-distance telephone expansion needs.

The Florida super system, owned jointly by Long Lines and Southern Bell Telephone & Telegraph Co., is the first to provide for tv as well as telephone.

Long Lines said its new system utilizes a pair of coaxial tubes which handles 1,800 telephone conversations simultaneously. This is triple the capacity of any other voice transmission system. With a bandwidth double that of conventional video channels, the L-3 system also makes it possible for a pair of tubes to carry two tv programs and 600 telephone conversations simultaneously. Eighteen new repeater or amplifier stations were required for the Florida route. The stations, spaced about four miles apart, keep signals boosted to the level required for satisfactory transmission.

# WSAZ-TV, KSWM-TV Added To Bell's Network Lines

WSAZ-TV Huntington, W. Va., and KSWM-TV Joplin, Mo., were added to the Bell Telephone System's network facilities last Monday, according to AT&T's Long Lines Dept. Number of stations on the network is 347, serving 221 cities.

Network programs for WSAZ-TV are fed over a radio relay system from Columbus, Ohio, which is on the main West-East network route. Tv signals are fed into the telephone building at Huntington and carried from there to WSAZ-TV's studio over facilities provided by the local telephone company. KSWM-TV receives its network programs through Golden City, on the Kansas City-Springfield radio relay route. Local interconnection in Joplin was provided by the local phone firm there.

# New Crosby Radio Show Premieres Nov. 22 on CBS

NEW *Bing Crosby Show* will premiere on CBS Radio Nov. 22 as a quarter-hour strip, 9:15-9:30 p.m. Monday through Friday, it was announced last week by Adrian Murphy, president of the network.

Format of the new series, produced and written by Bill Morrow, will be music, humor and interviews. Shows will be directed by Murdo MacKenzie, with music under the direction of Buddy Cole.

# Day Show, NBC Charged With Impersonation Suit

WHEN an actor impersonated Dr. Hugo Friedhofer, Hollywood screen composer, on the NBC-TV *Dennis Day Show* last February without his knowledge or consent, Mr. Day invaded the doctor's privacy by $400,000 worth,


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CBS TELEVISION
IN THE
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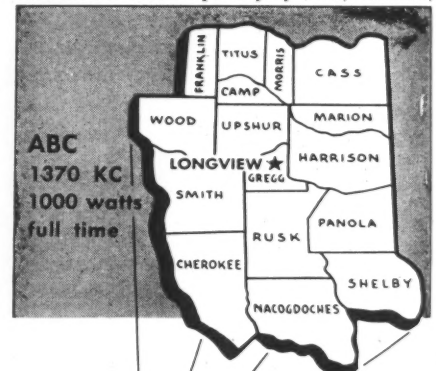


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Abundant water resources for industry, domestic use, agriculture, ranching, lumber.

James R. Curtis, President

attorney Helen Sherry, representing Dr. Friedhofer, charged in a Los Angeles Superior Court suit filed last week.

Also named as defendants were NBC and Denmac Productions, show producer.

In the complaint, Miss Sherry charged that use of the doctor's name, plus the teutonic accent assumed by the actor (Dr. Friedhofer is of German descent), and the depiction of the skit character as a classical music authority (the doctor is a recognized authority in the field) all combined to reveal "intimate details" of the composer's life "in a derisive and derogatory manner."

The program made him look foolish and a discredit to his profession, Dr. Friedhofer's suit continues in asking $200,000 actual damages and an equal sum in punitive damages.

## SPANISH NETWORK FORMED IN CALIF.

ORGANIZATION of the Spanish Language Network with nine California radio stations as members was announced last week by Carl Schuele, San Francisco and Hollywood station representative.

Affiliates include KWKW Pasadena, KRNO San Bernardino, KVEN Ventura, KBIS Bakersfield, KCOK Tulare, KGST and KYNO, both Fresno, KMOD Modesto and KIBE Palo Alto.

As first SLN business, Mr. Schuele announced time purchases by Regal Amber Brewing Co., San Francisco (Regal pale beer), through Guild, Bascom & Bonfigli, same city, as part of a campaign to reach California's over one million Spanish-speaking population. Among Regal time buys, all for 52 weeks, are the six-weekly, two-hour KWKW *Bob Mercado's Noche De Ronda;* participations in the six-weekly morning KWKW *El Festival,* and the six-weekly half-hour *Joe Mendoza Show* on KCOK, KGST and KYNO.

Mr. Schuele, owner of Western Radio Sales, Hollywood, recently established and operates an affiliated station representative firm, Broadcast Time Sales, in San Francisco. J. M. Gates, formerly with KGFJ Los Angeles, heads the southern operation as manager.

## Dawson Elected President Of Tobacco Radio Network

VICTOR W. DAWSON, WFNC Fayetteville, N. C., was elected president of the Tobacco Radio Network at a meeting Oct. 29 of stockholders in Raleigh.

K. C. Willson was re-elected executive vice president and general manager. Other officers chosen were Vassie G. Balkcum, WGBR Goldsboro, vice president, and Lester L. Gould, WJNC Jacksonville, secretary-treasurer.

Other member stations of the network include WRAL Raleigh; WTIK Durham; WCEC Rocky Mount; WGNI Wilmington; WHIT New Bern, and WGTC Greenville, all in North Carolina.

## Godley Appointed DuMont Mgr. of Adv.-Prom.-Merch.

SHIRLEY STONE GODLEY has been appointed manager of promotion, advertising and merchandising for DuMont Television Network, it was announced last week by Gerry Martin, director of network sales. Mrs. Godley succeeds Norman Ginsburg, who resigned Oct. 29.

Mrs. Godley was formerly a presentation writer for ABC. Prior to her association with the network, she was assistant director of radio-tv research at N. W. Ayer & Son, New York.

## ADA WITHDRAWS SPEAKER FROM FACTS FORUM SHOW

### Americans for Democratic Action says it committed itself without knowledge that Facts Forum was connected with the Mutual show.

AMERICANS for Democratic Action last week declined to have one of its spokesmen participate in a radio debate, scheduled to be carried over MBS last Thursday, on grounds that the program was presented under the auspices of Facts Forum.

The debate, set for *State of the Nation* program, was to have featured a discussion between Judge Dorothy Kenyon, chairman, New York City Chapter, ADA, and Godfrey Schmidt, professor of jurisprudence and constitutional law, Fordham U., on "Should Diplomatic Relations With Russia Be Suspended?" Facts Forum pays production costs for *State of the Nation,* with time donated free by the network and stations.

Evelyn Dubrow, executive director of the New York City chapter of ADA, told B•T that the group had not known the program was supported by Facts Forum, adding that when ADA was approached, the only information given was that its spokesman would appear on WOR (Mutual's New York outlet).

"ADA has gone on record as opposed to Facts Forum on the grounds that it is not a non-partisan organization and we also have opposed its tax-exempt status," Miss Dubrow continued. "We don't feel that we should en-


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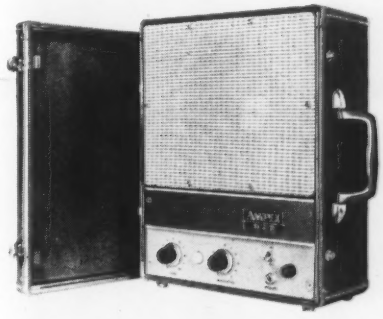
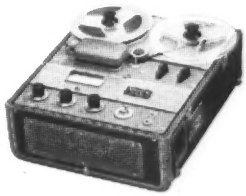
It's a 25 pound portable amplifier-speaker that matches the Ampex 600 tape recorder in appearance **and in quality, too!** The new Ampex 620 has FLAT ACOUSTIC RESPONSE from 60 to 10,000 cycles. This would be a great achievement in a speaker of any size, but in a 25-pound portable it's truly exceptional — in the Ampex tradition.

**A quality demonstrator to sell broadcast time** Program samples or auditions can now be demonstrated with a new impact and clarity that will make prospective time buyers sit up and take notice. The Ampex 620 can be carried anywhere. It has ample power for a group hearing in office, conference room or small auditorium.

**A speaker to monitor with greater sensitivity** The Ampex 620 is an extra sensitive monitoring unit usable anywhere inside the studio and outside with portable recorders as well. It will give operating personnel a much better indication of recording and broadcast quality than the usual monitor speaker. This can help forestall criticism from the growing percentage of your audience who listen through high quality amplifiers and speakers.



**AMPEX 620 PORTABLE AMPLIFIER-SPEAKER** Connects with your studio console — or reproduces directly from tape recorders, turntables or pre-amplified microphones. The Ampex 620 is a perfectly integrated design including a 10-watt amplifier, loudspeaker, reciprocal network, level control, equalization control and acoustically correct enclosure. By standard test procedures **in air** it has low distortion and an acoustic response curve that is essentially flat from 65 to 10,000 cycles. Price is $149.50 complete.



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# TELECASTING

## SUNDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | Omnibus Aluminium Co. of Canada Scott Paper Norcross | | Revere alt. Sunday: Pan Amer. Meet the Press L |
| 6:15 | | | | |
| 6:30 | | Electric Companies Alt. Wks. Prudential You Are There | | Gen. Foods Roy Rogers F |
| 6:45 | | | | |
| 7:00 | Skippy Peanut Butter You Asked For It L | Campbell Soup Lassie | TBA | Toni Frawley Corp. (alt. with) People Are Funny |
| 7:15 | | | | |
| 7:30 | Pepsi-Cola Playhouse | Am. Tobacco Prvt. Sectry. (alt. wks.) Jack Benny | Co-op Opera Cameos | Reynolds Mr. Peepers L |
| 7:45 | | | | |
| 8:00 | Flight No. 7 F | Lincoln-Mercury Dealers Toast of the Town L | | Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents Rynlds. Mtl. H. Bishop Sunbeam L |
| 8:15 | | | | |
| 8:30 | The Big Picture F | | | |
| 8:45 | | | | |
| 9:00 | Gruen-Amr. Safety Razor Winchell | General Electric GE Theatre F | Clorets & Pharmaceuticals Inc. Rocky King, Detective | Goodyear Corp. (alt. with) Philco Corp. TV Playhouse |
| 9:15 | Packard Mtr. Martha Wright | | | |
| 9:30 | *Soldier Parade* L | Bristol-Myers The Celeste Holm Show L | Serutan Life Begins at 80 | |
| 9:45 | | | | |
| 10:00 | Dodge Break the Bank L | P. Lorillard Father Knows Best | | P&G Loretta Young Show F |
| 10:15 | | Jules Montenier alt. wks. Remington Rand What's My Line L | | |
| 10:30 | | | | R. J. Reynolds The Hunter F |
| 10:45 | | | | |
| 11:00 | | Norwich Sunday News Spec. | | |
| 11:15 PM | | | | |

## MONDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | |
| 6:15 | | | | |
| 6:30 | | | | |
| 6:45 | | | | |
| 7:00 | *Kukla, Fran and Ollie* | | Co-op Capt. Video | |
| 7:15 | Tide Water Oil Daly-News | | 7:15-7:30 Miles Labs. Morgan Beatty and the News | Toni Co. Tony Martin Show L |
| 7:30 | Ralston-Purina Name's the Same L | Amer. Home Prod.-News | | Camel News Caravan L |
| 7:45 | | Ligg. & Mys. Perry Como L | | |
| 8:00 | *Come Closer* L | Carnation (alt.) Goodrich Burns & Allen L | | Producers' Showcase (1 wk. of 4) Ford Motor Co. RCA |
| 8:15 | | | | |
| 8:30 | Voice of Firestone L | Lever-Lipton Godfrey's Talent Scouts L | | RCA Amer. Chicle Speidel Caesar's Hour |
| 8:45 | | | | |
| 9:00 | *College Press Conference News* L | Philip Morris I Love Lucy F | Co-op Monday Night Fights Chris. Schenkel | Dow Chemical Medic F |
| 9:15 | | | | |
| 9:30 | Boxing From Eastern Parkway and Neutral Corner L | General Foods December Bride L | | Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents |
| 9:45 | | | | |
| 10:00 | | Westing-house Studio One L | | |
| 10:15 | | | | |
| 10:30 | | | Co-op At Ringside | |
| 10:45 | | | | |
| 11:00 | | Longines Chronoscope | | |
| 11:15 PM | | | | |

## TUESDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | |
| 6:15 | | | | |
| 6:30 | | | | |
| 6:45 | | | | |
| 7:00 | *Kukla, Fran and Ollie* | | Co-op Capt. Video | |
| 7:15 | *John Daly News* | American Tobacco News L | 7:15-7:30 Miles Labs. Morgan Beatty and the News | Dinah Shore Chevrolet L |
| 7:30 | DuPont Cavalcade of America | Gold Seal Jo Stafford L | | Camel News Caravan L |
| 7:45 | | | | |
| 8:00 | No Net. Service | *Red Skelton* | Admiral Corp. Life Is Worth Living | Buick Berle Show (20 shows) |
| 8:15 | | | | M. Raye Show |
| 8:30 | Florida Citrus Twenty Questions L | Int. Hrvstr. alt. wks. Nabisco Halls of Ivy | H. J. Heinz Co. Studio 57 | H. Bishop (10 shows) Bob Hope Show (6) Gen. Foods TBA—3 |
| 8:45 | | | | |
| 9:00 | American Tobacco alt. Dodge Danny Thomas Show | Carter Prod. alt. wks. O'Cedar Meet Millie L | | P&G Fireside Theatre F |
| 9:15 | | | | |
| 9:30 | U.S. Steel United States Steel Hour alt. weeks | Nash-Kelvinator alt. wks. Block Drug Danger L | | Armstrong's Circle Theatre L |
| 9:45 | | | | |
| 10:00 | Elgin The Elgin Hour | Pet Milk Co. alt. wks. S.C. Johnson Life With Father | | Truth or Consequence P. Lorillard L |
| 10:15 | | | | |
| 10:30 | Exquisite Form-Quality Goods (alt. wks.) Stop the Music | Alcoa See It Now | | It's a Great Life Chrysler Corp. L |
| 10:45 | | | | |
| 11:00 | | | | |
| 11:15 PM | | | | |

## SUNDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | *Lamp Unto My Feet* | | |
| 10:15 | | | | |
| 10:30 | | *Look Up and Live* | | |
| 10:45 | | | | |
| 11:00 | | | | |
| 11:15 | | | | |
| 11:30 | | | | |
| 11:45 | | | | |
| 12:00 N | | *Winky Dink and You* | | Capt. Hartz & His Pets Hartz Mtn. Prods. L |
| 12:15 PM | | | N.Y.Times Youth Forum | *M. Beatty News* L |
| 12:30 | Voice of Prophecy Faith for Today | Quaker Oats Contest Carnival L | | *American Inventory* L |
| 12:45 | | | | |
| 1:00 | | | *Johns Hopkins Science Review* | Youth Wants to Know L |
| 1:15 | | | | |

## MONDAY - FRIDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | Philco Corp. Breakfast Club (M., W. & F.) Quaker Oats (Tu & Th) | The Morning Show M-F 7-9 a.m. Participating Sponsors | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule) | | General Mills, Fri. Ding Dong School L Gerber Prds. Thursdays |
| 10:15 | | | | *A Time to Live* L |
| 10:30 | | | | 3 Steps to Heaven P&G L |
| 10:45 | | | | |
| 11:00 | | | | Participating Sponsor Home L |
| 11:15 | | Colgate-Palmolive M-F 11:30-12 N Strike It Rich L | | |
| 11:30 | | | | |
| 11:45 | | Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady | | |
| 12:00 N | | Amer. Home Products Love of Life | | *Betty White Show* L |
| 12:15 PM | | P&G Search for Tomorrow | | |
| 12:30 | | P&G Guiding Light | | Feather Your Nest Colgate-Palmolive L |
| 12:45 | | Gen. Foods Portia Faces Life | | |
| 1:00 | | P&G The Seeking Heart | | |
| 1:15 | | | | |

## SATURDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | | | |
| 10:15 | | | | |
| 10:30 | Brown Shoe Smilin' Ed's Gang | *Winky Dink and You* | | |
| 10:45 | | | | |
| 11:00 | Ralston-Purina-Nestle (alt. wks.) Space Patrol | Wander Co (alt. wks.) Gen. Mills Captain Midnight F | | |
| 11:15 | | | | |
| 11:30 | | Campbell Soup Abbott & Costello | | |
| 11:45 | | | | |
| 12:00 N | | | | |
| 12:15 PM | | National Dairy The Big Top L | | |
| 12:30 | | | | |
| 12:45 | | | | |
| 1:00 | | Gen. Mills The Lone Ranger F | | |
| 1:15 | | | | |

## THURSDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| *Kukla, Fran and Ollie* | | Walter H. Johnson & Co. Capt. Video | |
| *John Daly News* | | 7:15-7:30 Miles Labs. Morgan Beatty and the News | |
| General Mills Lone Ranger F | American Tobacco News 7:30-7:45 pm | | Dinah Shore Chevrolet L |
| | Gen. Electric Jane Froman | | Camel News Caravan L |
| The Mail Story L | General Electric Ray Milland Show | Consolidated Cosmetics Inc. They Stand Accused | DeSoto-Plymouth Groucho Marx F |
| Chevrolet T-Men in Action | Chrysler Motors Climax—Shower of Stars | | Borden Justice L |
| Brillo—So You Want to Lead a Band | | DuMont Labs What's the Story | Chesterfield Dragnet F |
| Kraft Foods Kraft TV Theatre | Singer Sew'g. alt. wks. Parker Pen Four Star Playhouse | | Ford Theatre F |
| | Philip Morris Public Defender L | | Lever Bros. Lux Video Theatre L |
| | Carter Prods Alt. Whitehall Name That Tune L | | |

## FRIDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| *Kukla, Fran and Ollie* | | Co-op Capt. Video | |
| Tide Water Oil Daly–News | | 7:15-7:30 Miles Labs. Morgan Beatty and the News | |
| National Biscuit Co. Rin Tin Tin F | Pharmaceuticals-News | | Coca-Cola Eddie Fisher L |
| | Ligg. & Mys. Perry Como L | | Camel News Caravan L |
| Lambert Hotpoint (alt.) Ozzie & Harriet F | General Foods Mama | | Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L |
| Lehn & Fink Ray Bolger L | R. J. Reynolds Topper F | | Gulf—Life of Riley 9/18 F |
| Mogen David Wines Dollar a Second | Schlitz Playhouse of Stars F | Pharmaceuticals Inc. The Stranger | Simoniz & Amer. C&C Big Story F |
| Sterling Drug The Vise | General Foods Sanka Our Miss Brooks F | *One Minute Please* | Campbell Dear Phoebe F |
| | Brown & Williamson The Line-Up | P. Lorillard Lentheric Chance of Lifetime | Gillette Cavalcade of Sports L |
| | American Oil Hamm Brewing (alt. wks.) Noxzema Person to Person | | Greatest Moments in Sports Mutual of Omaha F |
| | Longines Chronoscope | | |

## SATURDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| | Wrigley Gene Autry Show | | *Mr. Wizard* F |
| *Compass* | Sylvania Beat the Clock L | | Sunbeam Ethel & Albert L |
| *The Dotty Mack Show* | Schick Sheaffer Pen Nescafe Jackie Gleason (co-sponsorship) | Participat'g Sponsors Professional Football | Pillsbury-Green Giant Mickey Rooney Show F |
| Bayuk Cigar Saturday Night Fights L | P. Lorillard Two for the Money L | | Place the Face Toni Co. L |
| *Fight Talk* | Intrnl. Silver Alt. Simmons My Favorite Husband | | L. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile |
| Gemex The Stork Club | Chrysler Plymouth Div. That's My Boy L | | Texaco Star Theatre J. Durante L (alt.) O'Connor F |
| | General Mills Willy | 11:05 Boyle-Midway Sports Showcase | Geo. Gobel Show Armour (alt.) Pet Milk L |
| | | Co-op Wrestling from Chi | Am. Tobacco Warner Hudnut Your Hit Parade L |

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

## SUNDAY

| DuMONT | NBC |
|---|---|
| | *Religious Hour Frontiers of Faith* L |
| | |
| Participat'g Sponsors Professional Football | |
| | *American Forum* L |
| | *Out On the Farm* L |
| | Quaker Oats Zoo Parade L |
| | Hall Bros. Hall of Fame L |
| | *Background* 3 of 4 *Hall of Fame* 1 of 4 (1 hr. show) |

## MONDAY - FRIDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| | P&G Welcome Travelers | | |
| | Robert Q. Lewis (See footnote) | | |
| | Art Linkletter's House Party (See Footnote) 2:30-3 pm | | |
| | Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur. | Participat'g Sponsors Paul Dixon Show | *The Greatest Gift* L |
| | Bob Crosby (See footnotes) | | P&G Golden Windows L |
| | P&G The Brighter Day | | *One Man's Family* L |
| | Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th | | P&G L Concerning Miss Marlowe |
| | P&G On Your Account 4:30-5 | | *Hawkins Falls* L |
| | Gen. Mills Barker Bill's Cartoons W& F 5-5:15 p.m. | | First Love Jergens Co. L |
| | Longines Thnksgvg D Festival 11/25 only 5-6 p.m. | | World of Mr. Sweeney L |
| | | | Modern Romances Col.-Pal. L |
| | | | *Pinky Lee Show* L |
| | | | Howdy Doody (See Footnote) |

## SATURDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| | Lever Bros. Uncle Johnny Coons | | |
| | *What in the World* | | |
| | *Youth Takes a Stand* | | |
| Pre-Game Huddle R. J. Reynolds Carnation Co. | | | *Canadian Pro Football* |
| Maytag Zenith Amana Carnation Co., Humble Oil-NCAA Football Games (Time Varies) | | | |
| Football Scoreboard Colgate-Palmolive R. J. Reynolds | | Greatest Pro Football Plays of the Week | (Immediately following football) |
| | | | *NBA Professional Basketball Games* |

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST. Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

**CBS**—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Pacific alts. Masland, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Swiftning, Fri. Swift Alt Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Economics Labs.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Converted Rice

Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-45 a.m. M. & W. Bristol Myers, Tu. & Thu. Frigidaire.
10:45-11 a.m. M. & W. Scotch Tape, Tu. & Thu. Kellogg.
11:00-11:15 a.m. M. & W. Lever Bros., Tu. & Thu. Toni.
11:15-30 a.m. M.—Thu. Pillsbury.

Robert Q. Lewis — 2-2:15 p.m., Tue. Alka-Seltzer, Wed. Best Foods, Thu. S. C. Johnson, Fri. Doeskin.
2:15-30 p.m. Tue. Helene Curtis, Wed. General Mills, Thu. Swanson, Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 Tue. Toni, Thu. Swanson, Fri. Englander. Alt wks. S.O.S.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

BROADCASTING TELECASTING
November 8, 1954

J. L. VAN VOLKENBURG (r), president of CBS-TV, describes the 1954-55 audience promotion pieces to the CBS-TV Affiliates Advisory Board, which met in New York Oct. 18-19. L to r: seated, E. K. Jett, WMAR-TV Baltimore; Clyde W. Rembert, KRLD-TV Dallas, and Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., chairman of the Advisory Board; standing, William H. Hylan, CBS-TV vice president in charge of network sales; Herbert V. Akerberg, CBS-TV vice president, station relations; Owen L. Saddler, KMTV (TV) Omaha; Philip Lasky, KPIX (TV) San Francisco; Bob Wood, assistant director, and Edward P. Shurick, director, CBS-TV station relations.

courage the activities of Facts Forum by participating in them."

Hardy Burt, producer and moderator of *State of the Nation*, termed the cancellation "A shocking example of blacklisting of a non-partisan organization, which has the sole purpose of stimulating people to take a greater interest in current events and public affairs." He said that when he had been notified of the cancellation, he made the following statement to Miss Dubrow:

"If the objection of the ADA is the frequently-voiced and completely false criticism that Facts Forum programs are 'not objective' in their presentation, you could easily remedy this by having a spokesman representing the ADA on the program to be assured that your viewpoints will be personally and adequately expressed. I am sure, from what I have heard of Judge Kenyon's abilities, that she is perfectly capable of debating in a manner satisfactory to the ADA."

In place of Judge Kenyon, Mr. Burt substituted Prof. Sydney Hook, chairman of the philosophy department of New York U. and an honorary vice president of the Liberal Party. He said that in the past the show has featured many persons of "liberal" persuasion, including Norman Thomas and John Hamilton Combs.

This was the second dispute this year involving Facts Forum and an organization espousing a "liberal" viewpoint on radio programs. Last May the American Committee for Cultural Freedom became embroiled in a controversy with Facts Forum when the committee announced it had received the assurance of NBC that the network did not plan to present any Facts Forum programs [B•T, May 3].

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Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

## ABC Hollywood Dismisses 15 Engineers in Radio, Tv

RETRENCHMENT of the ABC Hollywood operation continued last week, with the dismissal of 15 engineers from the radio-tv pool. Earl Hudson, Western Div. vice president, described the action as part of a "general tightening up" of network operation.

Other ABC spokesmen stated discharges would not affect ABC Hollywood program operation very much, since comparatively few programs originate from Hollywood.

Rumors that the network's radio quarters on Vine St. would be abandoned were denied by Mr. Hudson, although he admitted the radio-tv traffic department will move to the network's tv center.

## NBC, Macy's to Promote Network Character Toys

CAMPAIGN to promote NBC character toys was launched Nov. 6 by the network and Macy's New York department store, at Macy's Toy City. The drive will feature an unprecedented range of children's items, according to Ted Cott, operating vice president of NBC Radio and vice president in charge of the network's licensing division, and David L. Yunich, Macy's senior vice president.

All toys are related to radio-tv stars and programs on NBC. During the seven-week project, the promotion will use all NBC facilities, local and regional advertising, Macy window and interior displays as well as spectacles at the store's Thanksgiving Day parade.

## Vernon Named Head Of ABC-TV Central

GERALD VERNON, sales manager for ABC-TV Central Div. in Chicago, has been appointed director of the division [B•T, Nov. 1], John H. Mitchell, network vice president, announced last week. He succeeds James L. Stirton, who resigned to join MCA.

MR. VERNON

Mr. Vernon joined the network in 1942 as research manager. He moved to the Chicago sales staff in 1945 and in 1946 was appointed to the ABC Radio network sales department.

Mr. Vernon was made coordinator for television sales for ABC-TV's Central Div. in 1948. Two years later he was promoted to sales manager for the central division.

## WINT Adds ABC-TV

EFFECTIVE Oct. 31 WINT (TV) Fort Wayne, Ind., became affiliated with ABC in addition to its prior primary affiliation with CBS-TV.

### NETWORK PEOPLE

**William Harmon,** associate producer, Jimmy Durante Show on NBC-TV's *Texaco Star Theatre,* appointed producer; **Derrick Lynn-Thomas,** associate producer, absorbs Mr. Harmon's duties.

**Peter Kortner,** former editor, Whitman Pub. Co., L. A., to NBC-TV *Hallmark Hall of Fame* program as West Coast story editor, headquartered in Hollywood.

**William Powell Jr.** to NBC-TV Hollywood as assistant to program development director, to read scripts.

**Gretchen Kanne,** model, to Mutual-Don Lee Broadcasting System and KHJ-TV Hollywood as press information staff member.

**Gil Warren,** announcer, CBS Radio *Cathy and Elliott Lewis Onstage* and network announcer-actor, resigned to resume tv career.

**John Rust,** co-producer, NBC-TV *Justice,* will address National Legal Aid Assn. in New Orleans this week on production of series based on Legal Aid Assn. files.

**Betty White,** star of *Life With Elizabeth* syndicated tv film series and NBC-TV *Betty White Show,* elected Honorary Mayor of Hollywood after recent campaign by 12 candidates which raised $14,000 for Hollywood Kiwanis Club's charitable foundation to aid underprivileged children.

**Jo Carroll Dennison,** assistant to director, NBC-TV *Lux Video Theatre,* and **Russell Stoneham,** assistant director, CBS-TV Hollywood, were married Oct. 17.

**Marilyn Maxwell,** radio-tv singer, and Jerry Davis, motion picture writer, are to be married Nov. 21.

**Page Gilman,** actor, *One Man's Family,* NBC Radio, father of girl, Mary Ann, Oct. 22.

**Walt Grisham,** newswriter, NBC Chicago, father of boy, James Murray, Oct. 18.

**Robert M. Fairbanks,** sales promotion assistant, Columbia Pacific Radio Network, father of boy, William Robert, Oct. 1.

# SARNOFF PREDICTS ELECTRONIC FUTURE

**RCA-NBC board chairman is first notable lecturer at the new CCNY Baruch school. He says that new jobs will be created for each one cancelled by new electronics.**

THE ELECTRONICS industry now is doing business in excess of $8 billion a year, but in only another seven years, more than 50% of the volume will be in products and services that do not now exist, according to Brig. Gen. David Sarnoff, chairman of the board, RCA-NBC.

Gen. Sarnoff last Monday was the first notable to lecture at the newly-named Bernard M. Baruch School of Business and Public Administration of City College of New York.

In his talk on "opportunities in the electronic and atomic age," Gen. Sarnoff noted that "radio, television and electronics already have changed many of our ways of daily life, and along with continued research bid fair to change our pattern of living."

He reminded his young audience that color, which "adds new dimensions to communications and to the entertainment arts" also "supplies a new power to advertising and greatly increases its merchandising possibilities."

### Other Forecasts

Gen. Sarnoff also repeated his predictions of a tv screen on the wall, of mass automation and of other new electronic devices and wonders to come.

He said that many new jobs will be created for each one canceled by the new electronics. Tv, he said, may be a blessing in disguise for the movie industry by forcing it to explore new techniques. Radio and tv, Gen. Sarnoff noted, already have provided new revenue for the older, electrical industry in that $45 million is being paid this year for current to operate the nation's home receivers.

Among the electronic achievements today, Gen. Sarnoff listed radio, tv, phonograph, tape recording, sound movies, radar, transportation, guided missles and atom and hydrogen bombs. Among those to come, he said, were widespread automation (particularly in factories and offices), tubeless television, advances against disease via electronic and tv microscopes, home-size atomic electrical generators and still other devices.

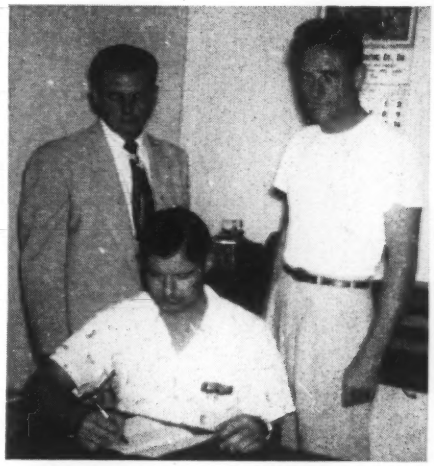
# RCA Brings Closed-Circuit Color to Lithography Meet

CLOSED-CIRCUIT color was to be used to telecast an industrial convention last Friday and Saturday when the RCA Color Tv Caravan participated in a forum on lithography in Chicago. The event was part of a two-day meeting co-sponsored by the Graphic Arts Assn. of Illinois and the Lithographic Technical Foundation.

RCA claimed this was the first use of closed-circuit color tv for an industrial convention. Forum sessions were telecast via closed-circuit to 30 RCA Victor color receivers permitting the audience to view close-ups of new techniques in lithography and award-winning displays.

The tv program included a talk by John S. Odell of RCA on color television from the viewpoint of the graphic arts industry.

The RCA Color Tv Caravan, housed in a specially-designed 32-foot truck-trailer, contains a complete control room and broadcast equipment including two standard RCA color cameras. Last month the caravan made its debut at the Mid-South Fair in Memphis where nearly 400,000 persons, according to RCA, viewed the hourly programs presented during the eight days of the fair.



EQUIPMENT order from Collins Radio Co., Cedar Rapids, Iowa, for 1 kw WHAB Baxley, Ga., is signed by (l to r) Robert Sidwell, Collins Radio sales engineer; Farnell O'Quinn, licensee of WHAB, and Kenneth Mock, WHAB chief engineer.

# Court to Rule Soon On Stay in Patent Suit

THE U. S. Court of Appeals in Chicago is expected to hand down a ruling in the next fortnight on a plea for a stay in the $16 million anti-trust suit involving RCA, General Electric and Zenith Radio Corp. over patent considerations.

A three-judge bench heard oral arguments last Monday on the dispute in which RCA seeks a writ of mandamus pending developments in a Wilmington (Del.) district court over similar patent issues.

The appellate court is expected to render a decision on the stay appeal and whether Judge Michael Igoe of the U. S. District Court, Chicago, was within his jurisdictional rights in refusing to grant the writ. RCA claims Judge Igoe erred in ruling the Chicago trial should proceed without regard to proceedings in Delaware [B•T, Aug. 16]. Zenith charges a patent monopoly in its suit in the form of a counterclaim to RCA's charge of patent infringements.

### Pre-Trial Hearing

Judge Paul Leahy of the Wilmington court has called a pre-trial hearing on the first of a series of eight separate patent sessions, and has assigned a judge to hear the case. Zenith was given permission to continue gathering depositions in the dispute.

RCA was represented by the law firms of Kirkland, Fleming, Green, Martin & Ellis and Cahill, Gordon, Reindel & Ohl, and Zenith by Thomas C. McConnell of McConnell, Lutkin, Van Hook & Paschen.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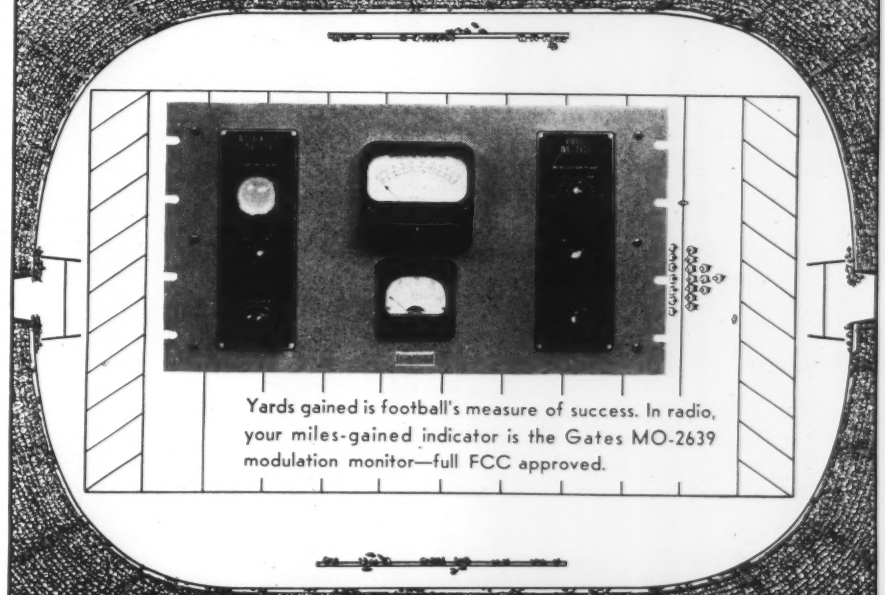

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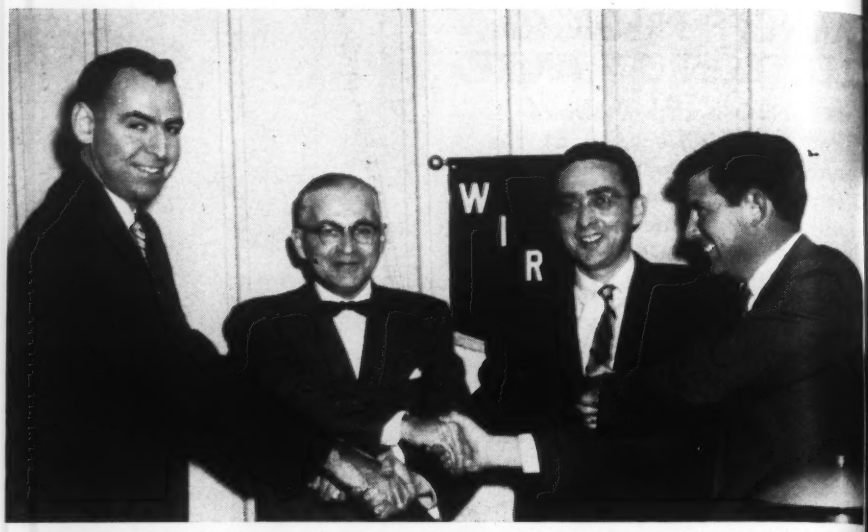
## Transmitting Equipment

| Station | Power Transmitter | Band | Use Orders |
|---|---|---|---|
| General Electric Co. | | | |
| KFJI-TV Klamath Falls, Ore. | 5 kw | tv (ch. 2) | new station |
| WTVS (TV) Detroit, educational | 12 kw | tv (ch. *56) | new station |
| KQTV (TV) Ft. Dodge, Iowa | 12 kw | tv (ch. 21) | power increase |

OTHER EQUIPMENT: GE also reported that orders have been received from KQTV for a microwave relay; from KFJI-TV for a three-bay antenna and studio equipment, and WTVS for a five-bay helical antenna and studio equipment. Allen B. DuMont Labs reported shipment last week of a color multi-scanner and complete color terminal to WTVW (TV) Milwaukee, and announced that stations "next in line" for color transmitter conversions are KERO-TV Bakersfield, Calif.; KVAR (TV), and KPHO-TV, both Phoenix.

DuMont Labs. also shipped complete color transmitter conversion equipment to WCSC-TV Charleston, S. C. (ch. 5); KTIV-TV Sioux City (ch. 4); WNEM-TV Bay City, Mich. (ch. 5); KGLO-TV Mason City, Iowa (ch. 3); KXJB-TV Valley City, N. D. (ch. 4); WFMY-TV Greensboro, N. C. (ch. 2); WHBF-TV Rock Island, Ill. (ch. 4); WDTV (TV) Pittsburgh (ch. 2); WABD (TV) New York (ch. 5), and complete studio equipment to WFMZ-TV Allentown, Pa. (ch. 67).




JOINING HANDS following the purchase of complete DuMont equipment by Great Northern Tv Inc., permittee of ch. 5 WIRI (TV) Plattsburg, N. Y., due on the air this month, are (l to r) Frank O'Connell, sales representative, DuMont tv transmitter department; Joel Schier, president, and Thomas Robinson, secretary, both WIRI, and L. C. Radford, eastern district sales manager, DuMont tv transmitter department.

## Sylvania's Fullerton Plant Formally Dedicated Today

FORMAL dedication is slated today (Monday) for Sylvania Electric Products Inc. new tv tube producing plant at Fullerton, Calif. According to Sylvania, the building, which will provide 51,000 sq. ft. to the tube division's total tube manufacturing space of 670,000 sq. ft., was built to meet requirements of West Coast distributors and dealers.

Sylvania said the plant is the first of its kind to be built in the West by a major tube maker. H. Ward Zimmer, Sylvania's president, will be principal speaker. Others officiating will be W. H. Lamb, general manager, Television Picture Tube Division, and Gordon L. Fullerton, plant manager there.

### MANUFACTURING SHORTS

**Precision Apparatus Co.,** Elmhurst, L. I., N. Y., announces basic test instrument, Model E-300 sine-square wave signal generator, covering audio-video range.

**Prodelin Inc.,** Kearny, N. J., has available Off-Set Feed antenna featuring broad band electrical characteristics, with only two types necessary to operate over entire 1700-2450 and 2450-2700 mc bands with vswr at 1.02 for tv use, according to company.

**Centralab,** div. of **Globe Union Inc.,** Milwaukee, has appointed George P. Marron, Westfield, N. J., as representative for New York State, excepting Metropolitan New York City.

**Newark Electric Co.,** Chicago, has published 196-page electronics products catalog.

**Gothard Mfg. Co.,** Springfield, Ill., has available condensed catalog, Bulletin No. 410, on Gothard line of commercial, military and mobile dynamotors.

**Texas Instruments Inc.,** Dallas, Tex., has announced commercial transistorized radio receiver and are now producing five types of silicon transistors.

**RCA,** Camden, N. J., has available new broadcast antenna equipment catalog, including listings of vhf superturnstiles, uhf pylon antennas, custom antennas, towers and accessories.

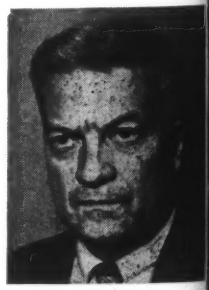
**Shallite Inc.,** Paterson, N. J., announces development of precision wirewound resistor based on transparent encapsulation. Company reports visibility feature, resulting from transparent encapsulation, assists materially in precluding service failures due to internal strains.

**Stromberg-Carlson Co.,** Rochester, N. Y., last week reported net sales for nine months ending Sept. 30 totaled $46,812,335, compared to $46,398,403 for same period last year. Net earnings were listed at $1,316,204 for nine months of this year and $1,328,391 for 1953 period. Earnings per common stock share was $2.45 against $2.84 for first nine months of 1953.

### MANUFACTURING PEOPLE

**Victor E. Carbonara,** president, Kollsman Instrument Corp., Elmhurst, N. Y., subsidiary of Standard Coil Products Co., Melrose Park, Ill., appointed a director of latter company.

**Col. Mark E. Smith,** recently separated from U. S. Army, appointed administrative assistant to president, Hallicrafters Co., Chicago.



COL. SMITH

**Harry R. Clark,** president, Telechrome Mfg. Corp., Amityville, N. Y., has resigned.

**Donald W. Jackson,** formerly regional sales manager, Raytheon Mfg. Co., and Admiral Corp., both Chicago, appointed national merchandising manager, Dage Tv, Thompson Products Inc., Cleveland.

**Bartley C. Furey** appointed assistant sales manager, tv & broadcast receiver div., Bendix Aviation Co., Baltimore.

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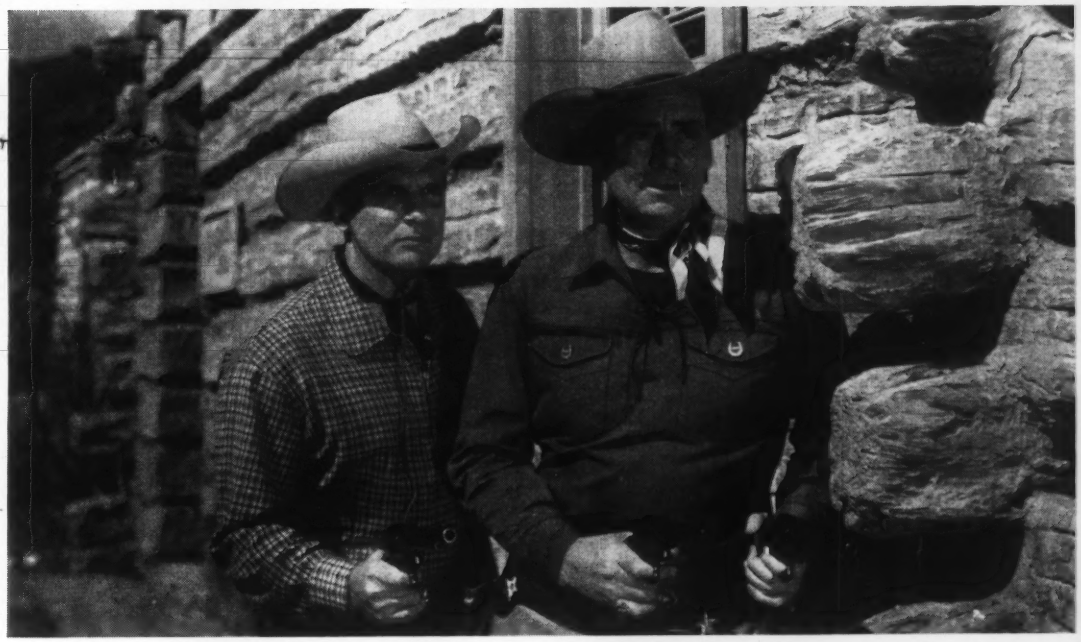
# telecast

FILM FEATURE SECTION



# COWBOY G-MEN

*The greatest Western of them all!*

**21.8** rating in Dallas capturing 87% share of audience!

**18.5** rating in Kansas City lassoing 64% share of audience!

**15.1** rating in Columbus roping 91% share of audience!

**39 trigger-quick half-hours immediately available in COLOR (and black and white) starring Russell Hayden and Jackie Coogan.**

***Produced by Henry B. Donovan***

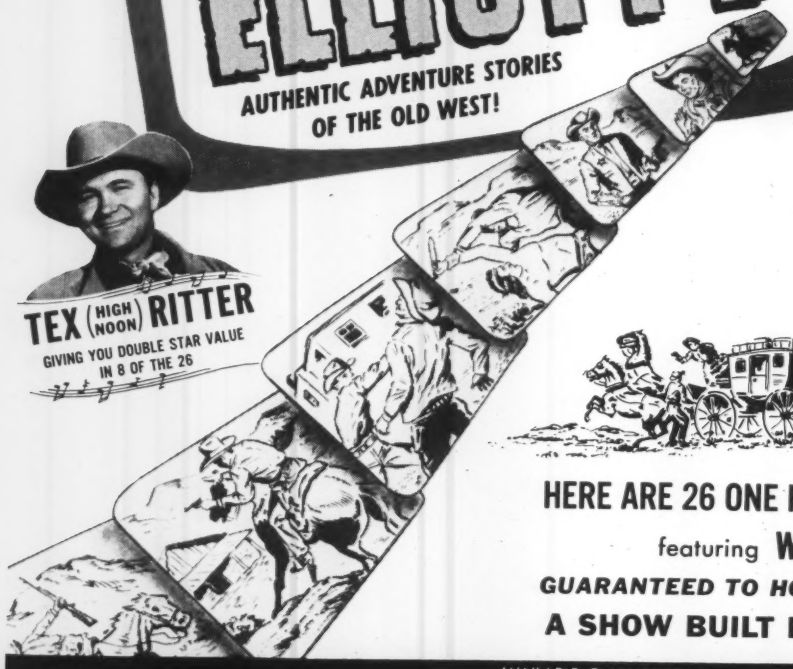
**FLAMINGO FILMS** 509 *Madison Ave., N. Y. 22, MUrray Hill* 8-4800

Pre-sold!
TO MILLIONS
FROM COAST-TO-COAST!
YOU HAVE APPLAUDED HIM ON SCREEN, RADIO, IN BOOKS AND MAGAZINES.
Now.. AVAILABLE FOR THE FIRST TIME ON TV...
THE SCREEN'S MOST FAMOUS HERO!

26 HOUR-LONG
WILD BILL ELLIOTT'S
AUTHENTIC ADVENTURE STORIES OF THE OLD WEST!



TEX (HIGH NOON) RITTER
GIVING YOU DOUBLE STAR VALUE IN 8 OF THE 26



STATIONS
SPONSORS
AGENCIES

HERE ARE 26 ONE HOUR HISTORICAL WESTERNS
featuring WILD BILL ELLIOTT
GUARANTEED TO HOLD AUDIENCES FROM 6 to 60
A SHOW BUILT FOR THE ENTIRE FAMILY!

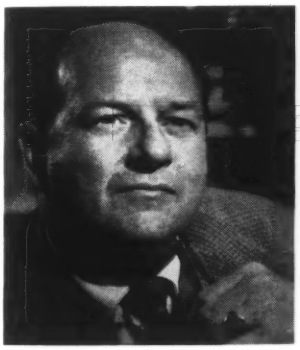
AVAILABLE ONLY THROUGH:
HYGO Television Films, inc.

HOLLYWOOD
814 North La Brea
Hollywood 38, Calif.
HOllywood 7-4882

NEW YORK
60 West 46th Street
New York 36, N. Y.
Circle 6-4347

# features


- The rocky road of film syndication. Page 94.
- A code for film producers. Page 100.

## film maker

REID H. RAY

OF THE relatively few people who have spent 35 demanding years in the motion picture industry, Reid H. Ray might well qualify as the executive who made the transition to television with effortless ease while retaining an abundance of enthusiasm and energy and a flair for adventure.

He is president of Reid H. Ray Film Industries, which claims to be the oldest company in the commercial film field (it has been in operation since 1910). In addition to sales, training and commercial films, his organization has turned out hundreds of tv commericals for leading advertisers.

This past year, Mr. Ray broke new ground in the tv program field, beginning production of 52 half-hour *Walt's Workshop* films now in the process of syndication. This series is a filmed sequel to the successful "how-to-do-it" program that ran "live" for years on NBC's o&o WNBQ (TV) Chicago.

Mr. Ray has been showing people "how to do it" in the commercial film field for years. As a youngster he took up photography as a hobby and then went on to make a vocation out of an avocation. He began producing motion pictures at the U. of Iowa, turning out the Big Ten's first football training films in 1921. He also found time to write advertising copy for the university paper and serve as advertising manager for two Iowa City theatres.

In 1923 he joined a commercial film company in St. Paul, becoming a salesman, writer, director and film editor. Within 18 months he had controlling interest in what is today Reid H. Ray Film Industries with headquarters in St. Paul and offices in Hollywood and Chicago. In the past 10 years, his organization has produced hundreds of films for the Army, Navy, Air Force and various other government agencies and departments. His crews have traveled into 41 states and throughout the world, shooting an almost unlimited variety of subjects. (His subjects include: Danny Kaye, Ronald Reagan, Sister Kenny, Joan Caulfield.)

Among those his company numbers as tv film commercial clients have been Theodore Hamm Brewing Co., International Harvester, National Safety Council, Studebaker Corp., Pillsbury Mills and John Deere. His *Walt's Workshop* has some 25 markets in line, with lumber dealers, banks and other types of advertisers among the sponsors.

Primarily a producer, Mr. Ray budgets, supervises, directs and "lives with" his company's productions until their release. That means directing cameramen from speeding locomotives, on the sea, in the air; his air log book shows that since 1946 he has flown 325,000 miles. He manages to keep in close touch with the other aspects of his business by the simple expedient of averaging 72 hours a week on the job.

Reid H. Ray Film Industries is proud of its "firsts," reported to include the first use of sound on 16mm Kodachrome and three-color Ansco film, the introduction of two-color Cinecolor outside of Hollywood and being one of the first to utilize 35mm magnetic sound commercially.

Mr. Ray is a governor and fellow of the Society of Motion Picture and Television Engineers, a past director of the American Assn. of Film Producers and president of General Screen Advertising.

His most interesting assignment in 35 years of film making? A tough question, Mr. Ray responds. Perhaps the time he filmed a rattlesnake shedding its skin . . . "We waited for several days for this change to occur and finally got the scenes at three in the morning under studio lights. But the most colorful scenes I've ever directed were made in Zamboanga . . . , when we photographed a native Moro wedding and the dance that followed."

When his company expands its tv program activities, the chances are that Mr. Ray himself will be there to supervise the capture of equally exciting and exotic footage for the nation's televiewers.

# THE THORNY SIDE OF SYNDICATED FILM

## *ALL THAT GLITTER DOESN'T COME CHEAP: AN EXPERT EXPLAINS*

By Leslie Harris

THE TELEVISION industry has spawned a precocious infant—"film syndication"—and the variety of pricing and producing formulas being spoon-fed it by its progenitors to ease it through its growing pains and help it achieve a healthful maturity, make television's pablum days seem mild indeed.

While television film syndication is being compared to everything from Persian rug-selling to motion picture distribution, the fact of the matter is that, although it combines certain aspects of both, it is an entity in itself and poses some of the most complex economic and sales problems yet to confront the television industry. There is no question, however, that television film syndication will become one of the major adjuncts of the industry.

Film syndication problems are many. It has few precedents—no guideposts to follow. It is charting new concepts in selling patterns, merchandising and production. But while each presentation—each sale, poses new questions, the answers are beginning to emerge, and the pattern for the future seems clear.

The initial major problem which, in my opinion, film syndication must overcome is one for which we ourselves are responsible. It is the impression created in the public mind that film syndication is a bonanza, unrivaled since the gold rush of '49. Unfortunately, in our eagerness to establish our position in the industry quickly, we have been guilty of "over-glamorizing" the economic potential of film syndication.

As a result, producers, writers, actors and even technicians have become convinced that a syndicated film series is the rainbow that leads to the proverbial pot of gold, and everyone wants a piece of it.

This same preoccupation with publicizing exaggerated grosses and fantastic billings has likewise convinced many station operators that they are paying far too high prices for film, and that with the number of properties becoming available, they can afford to wait for the right deal.

Actually, financing and distributing a syndicated film series is a venture of such speculative nature as to give a bull market operator of the twenties a nervous stomach. Although there are approximately 233 television markets now in the country, 20 major markets account for 40% of the available billing for a syndicated program, assuming the show is sold in every tv market in the country.

Without the program being sold in these 20 majors, the chances of ever recouping the cost of even a $20,000 film are slim. It takes approximately 25 average-size markets to equal the amount paid for a first run in New York, and with the tight time situation existing in New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit, you may have to wait months before a satisfactory time period becomes available, providing the station will accept the program at all.

A syndicated film which cost $17,500 two

### NIGHT WORK UPS COSTS

THERE'S overtime for cast and crew of "The Whistler," out on a Los Angeles street corner at 3 a.m. (left) for an automobile sequence . . . and police permits . . . and special power lines for heavy duty lighting equipment . . . and caterer's bills for feeding all hands (center) and rent for after-hours' use of an office building . . . and transportation there and back . . . and lights, camera, boom and crew which are required for just one simple shot of Paul Kelly (leaning on desk at right in last picture) as he makes a telephone call.

ANNIE OAKLEY and friends hold the bad men at bay and guns that don't go off at the right time, balky horses and adverse weather can hold up production.

PEACEFUL as this hospital scene from an *Amos 'n' Andy* picture appears, it had to be shot ten times when the tape measure broke, stuck, fell and had to be repainted.

DOCTORS and nurses aren't seen in this *Range Rider* upset, but they're always close by to take care of injuries which might cause extensive delay in shooting.

years ago now costs a minimum of $22,500. At that figure it is virtually impossible to amortize the production cost within a two-year period. Keep in mind that in addition to the actual cost of the film there are other expenses, such as prints and shipping at $1,200 per picture, promotion, advertising, salesmen's salaries and commission, and actual out of pocket costs, which will average at least 30% of the cost of the film.

In addition, it has now become necessary to provide a presentation merchandising kit, which will cost anywhere from $5,000 to $10,000. This means that an investment in a single $22,500 production is in reality closer to $30,000. A series of 26 such films represents a minimum capital investment of $780,000, plus 4% interest and very little chance of breaking even in two years. And remember, you are committed to this investment regardless of whether the program is first sold to an $80 uhf station or to a regional network of 20 stations.

Few syndicators have been able to gross more than double the production cost of the film over a long period of time, and this does not represent a true profit picture. All distribution costs, sales and advertising have yet to be deducted before the so-called residuals can be shared. If the residuals then have to be split between the writer, star, director—and a royalty paid to the creator —it is obvious that the actual producer can look to a very small profit. Small wonder that many film-struck angels, who in recent years have produced a pilot film or a series, have concluded that rather than wait for the seventh run it was better to sell out and invest in Dior uplifts.

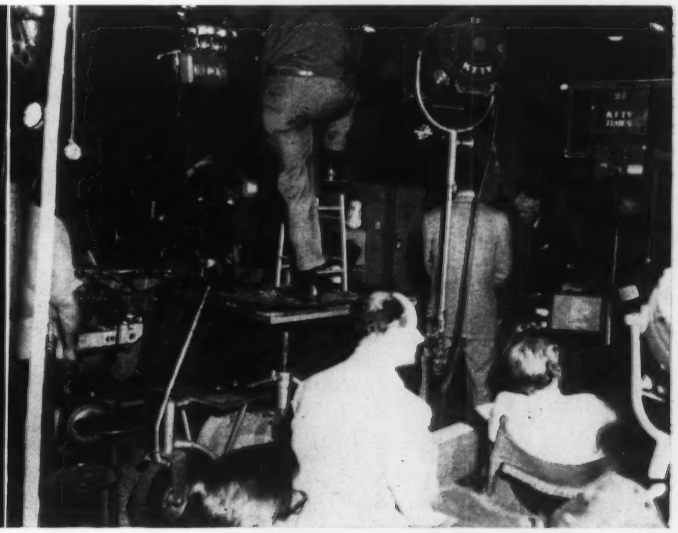
The pattern for realistic film syndication in the future, however, looks encouraging. CBS Television Film Sales has in recent months made tremendous progress in compiling accurate market data, making it possible to establish a uniform pricing structure, compatable with program costs, and providing a reliable guide for investments in film properties.

At the same time, new avenues for film syndication are opening up which will enable advertisers to have programs tailor-made for their needs and distribution, and sold off in markets which they do not require. Agencies who six months ago might have hesitated to recommend syndication for their clients today include it as a matter of course on considering any advertising campaign. The amazing ratings and sales achieved by syndicated properties have convinced them of its worth, and they are beginning also to take advantage of the unparalleled merchandising opportunties it offers their clients on the local level.

Station operators who were dubious of the value of re-runs now realize that a film can be re-run as many as seven times, with a steady improvement in its rating history. This has actually happened on a number of occasions, for example the Gene Autrey series in the Midwest. *Amos 'n' Andy* likewise continues to attract new audiences and fresh rating highs each time the program is repeated, and almost without exception it has been proved that a re-run does not diminish the appeal of a program or a station's position. New sales plans are being developed to assist uhf stations in developing a sound program structure at a cost compatible with their lower income position. Daytime syndicated programs will shortly be available to stations for either regional or local clients.

These new facets of syndication can be realized only, however, if this swaddling industry faces very realistically the cost problems which it must surmount to be successful. Production expenses must be held to a reasonable level. Sound pricing policies must be established and maintained. Buyers of syndicated properties should realize that if they expect to get quality programs, syndicators cannot be placed in a position where they are forced to make cut-rate deals to secure an order over a less acceptable program.

Neither should actors, writers, and others concerned with production continue to cherish the illusion that a syndicated film is an annuity—instead of just another job



## ABOUT THE AUTHOR

NO NARROW-GAUGE specialist, Leslie Harris is well equipped to view industry problems, even such vexing ones as now plague tv film syndication, from every angle—broadcaster's, advertiser's, agency's and producer's, as well as salesman's. His previous posts include: director of radio and tv, Benton & Bowles; director of radio and tv, Colgate-Palmolive Co.; national program director, NBC Radio; partner in Bernard L. Schupert Inc., producer of *Topper, Mr. & Mrs. North* and other tv series.

which offers about the same return in the final analysis that a live show does. The only difference is that with a live show the payoff is sooner. Syndication takes months to recoup the same amount, and sitting around and waiting for residuals has aged juveniles into character men.

These are the facts, ma'am! Good syndicated film properties cannot be made any cheaper than any other program. A quality production with a good name lead, established writer and other elements will cost at least $22,500 to make, without considering a profit margin. A run-over, an actor's fluff, retakes, can take months to recoup. Delay in getting a program placed on a sufficient number of stations means an additional burden for the producer to carry. Bad judgment in selecting a property or poor timing in releasing it can wipe a syndicator out.

These are the risks that must be taken to produce a picture. The mere fact that "film" itself is considered a perennial doesn't necessarily mean it can't wither on the vine, and it is highly susceptible to a number of blights that can stunt its growth and make its cultivation very costly.

## . . . AND FURTHERMORE

*you've got to allow two years to get back your investment in a syndicated film and longer than that to reap a profit, according to Carl M. Stanton, NBC vice president in charge of the Film Division, who states that for both syndicator and financial backer, honesty is not only the best, but the only profitable policy. Here's what he says:*

TELEVISION film syndicators and producers must stop throwing stardust into the eyes of their financial backers, many of whom have been deluded into believing that the syndicated film business is an Eldorado from which they can realize a quick profit on their investment.

When the hard facts come to life—that it may take nearly two years to recoup investment and costs—the angels are thrown into a panic. The product is dumped on the market, the market is glutted and the vicious cycle of price-cutting and short-run deals begins.

MR. STANTON

The syndicated film business—which is now locked in a price war—can survive and prosper only if syndicators finance and expand their inventory on a realistic, regulated basis. A frantic effort to assemble quickly a dazzling array of properties, on the other hand, financed by pitchman promises of quick profits, can result only in price cutting and short-term deals. The evidence, in the form of distressed property unloading, is all around us.

If all syndicators are forced to cut their prices and release tv film series in terms far short of their normal runs, film programs of superior quality will ultimately be driven off the air. The programming standards of the entire industry will be degraded, because it will be worth no one's while to invest large sums in programs of high quality.

What syndicator, after all, could continue to make the heavy investment required ($800,000 and up) for a series of 39 programs when only 13 or 26 are purchased? The margin of return would be so diminished—perhaps even nonexistent—that further investment in good new programs would be impossible.

Since it takes nearly two years to recoup the original investment and cost of a really good syndicated tv film series, the acceptance of short-term deals—coupled with price slashes—materially extends the time needed just to break even. To make any kind of a profit at all would take even longer. Very clearly, it will be difficult, if not impossible, to produce new programs that are a credit to broadcasting if current practices are not checked now.

How to stop them? The syndicator and his financial backer can play important roles in solving this problem. The syndicator, who is in a position to know, can render the industry a service by being honest and forthright with the financial backer. The syndicator can predict, with a fair degree of accuracy, the length of time it will take to realize this return. The syndicator, in other words, must promise a pot of gold not around the corner but rather at the end of a long hike.

There are, after all, profits to be realized in film syndication. But the backer must not be confused in his appraisal. He must be made aware that the profits are of the long-haul variety. Only on this basis can one eliminate the vicious cycle of distressed-property selling which gluts the market and damages the industry.

When investors are educated to realize that there is no quick turnover in the syndicated film business, they will have taken a long stride toward the ultimate goal of stabilizing the economy of the young syndicated film business.

# WTOM-TV VIEWS SYNDICATION

THE SYNDICATED tv film series can give the local advertiser "100% identification" with a nationally-known program at a cost "far below" that of newspaper advertising, according to Tom Shull, president of Inland Broadcasting Corp. and general manager, WTOM-TV Lansing, Mich.

Mr. Shull, a former NBC Film Division salesman, said that new film purchases by the station would be fitted immediately into the uhf station's programming. The purchases included eight NBC Film Division shows, eight CBS Television Film Sales programs and a package of features and westerns from Hygo Television Films.

Underscoring film's importance to the operation of his outlet, Mr. Shull explains that more than half of the station's 36 weekly hours of programming are devoted to syndicated tv film series and feature films.

Cost advantage to the local advertiser is about one-fifth the price of local newspaper advertising, Mr. Shull estimates. He says there is more than 50% uhf conversion in the station's area of 100,000 tv homes. At a rate of 2.5 viewers per set, Mr. Shull says the cost-per-thousand compared with the newspaper's 63,000 circulation is in his favor.

Mr. Shull, in turning to promotion efforts, says WTOM-TV (formerly with the call of WILS-TV) is in hopes of a single-channel converter to sell under $10—which when found he plans to sell in quantity from sound trucks in downtown Lansing using "medicine-man" techniques. He also will enlist Michigan State College students to sell and install the converters door-to-door. Multiple-channel converters now sell for $18.95 and up, he says. And, urges Mr. Shull, colorset makers ought to incorporate uhf conversion in the basic tv receiver because the cost "would be negligible." He also believes that at least 5% of his station's total operating budget should be invested in all types of promotion. WTOM-TV is represented by Everett-McKinney Inc.

# For THRILLS... ACTION... ROMANCE...

## Give Your Audience

# MR. & MRS. NORTH

**AMERICA'S FAVORITE HUSBAND AND WIFE**

**Give 'Em** . . . Entertainment's best-known thrill-adventure. "North" has the greatest loyal fan following in the entertainment field. The public loved "North" in the *New Yorker* series; read every "North" book published; followed "North" to Broadway and Motion Pictures; have been keeping "North" in radio's top ten rated shows for more than 12 years.

**Give 'Em** . . . beautiful Barbara Britton . as Pam North . . . blonde . . . vivacious . . . exciting!

**Give 'Em** . . . Richard Denning . . . as Jerry North . . . smooth . . . handsome . . . dynamic!

Put them together . . . AND YOU HAVE TELEVISION'S BEST BUY produced by John W. Loveton Productions . . . creator of "Topper" and "Scattergood Baines"

**57 COMPLETED FILMS NOW AVAILABLE IN MANY MARKETS**

**contact**

## Advertisers' Television Program Service, inc.

In Hollywood: MAURIE H. GRESHAM
V. P. and Gen. Mgr.
9100 Sunset Blvd.
Hollywood 46, Calif.
CRestview 6-7496

In New York: WILLIAM P. MULLEN
Eastern Sales Mgr.
15 East 48th Street
New York 17, N. Y.
Plaza 1-1290

*BADGE 714,*
*starring Jack Webb*

# ANY ONE OF TV'S BIG 3 MYSTERY

*Adventures of*
*THE FALCON,*
*starring Charles McGraw*

*INNER SANCTUM*

**-ADVENTURE PROGRAMS**

*can sell*

*your*

*product*

Whatever you sell . . . from beer to banking . . . automobiles to supermarkets . . . appliances to soft drinks . . . these proven-great programs have delivered enormous local audiences for similar sponsors.

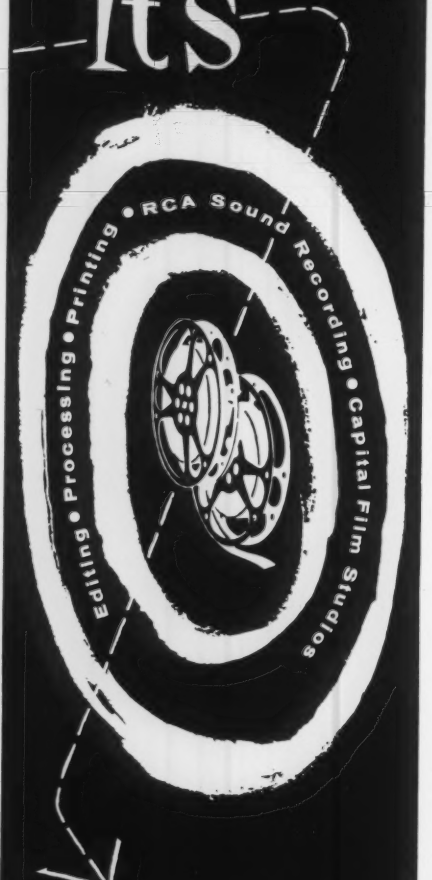
Always, the cost per thousand has been unusually low . . . characteristic of NBC Film Division shows.

# NBC FILM DIVISION

***SERVING ALL SPONSORS . . . SERVING ALL STATIONS***

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

In Movie & TV Circles it's




CAPITAL
FILM LABS, INC.
*Formerly McGeary-Smith*
1905 Fairview Ave., N.E.,
Washington 2, D.C.

# THE FILM PRODUCERS ADOPT A CODE

*MEETING in Chicago last month [B•T, Oct. 18] the American Assn. of Film Producers Inc., whose membership includes many of the companies which pioneered in the development of commercial films, adopted the following code of fair practices for the protection of film buyers and producers alike. For the information of all who may be concerned with buying or selling commercial films, B•T herewith reproduces the full text of the code.*

*CODE OF FAIR PRACTICES*
of the
*AMERICAN ASSOCIATION OF FILM PRODUCERS, INC.**

The American Association of Film Producers, Inc., comprised of privately capitalized business concerns actively engaged in the production of films for Industry, Education, and Government, was organized to further the following stated aims, among others:

To foster and promote continued ethical relationships between producers and their clients.

To advance the quality standards of motion pictures, slide-motion pictures, sound slidefilms, and other visual aids for Industry, Education and Government.

To implement these aims, and in full recognition of the increasing responsibilities shared by its members toward employes, clients and the general public, the American Association of Film Producers and its individual members are hereby agreed to ob-

## DEALER TIE-IN FILMS SELL FOR WOKY-TV

MANUFACTURERS and distributors with dealer franchises in the Milwaukee area are taking advantage of a fresh approach to advertising these days in the form of a project called "Operation Impact."

Launched last April by WOKY-TV there, it has gained momentum to the point where it is now used by approximately 50 advertisers, all with an eye on deriving the best return for their media expenditures.

To be eligible, a WOKY-TV advertiser—whether a user of programs or spot announcements—must spend a minimum of $250 per week for at least 26 weeks. He then gets Operation Impact without any extra charge.

The technique was conceived by Donald Mann, station manager of WOKY-TV, uhf ch. 19 outlet licensed to Bartell Broadcasters Inc. The plan encompasses dealer tie-in films made at the location of the advertiser's dealers. Says Mr. Mann:

"These dealer tie-in films are not only added advertising impact for the distributor or manufacturer, but they are tools in forging better dealer relations, distribution, merchandising, displays and point of sale promotion."

Here's how the plan works:

WOKY-TV makes short commercial films featuring various outlets in the manufacturer's or distributor's dealer organization. The station sends out a film crew to the dealer's store and "shoots" him against the backdrop of the product involved, with his own message. In due time, all stores handling the product, whether it's paint, tuna-fish, appliances or automobiles, are filmed.

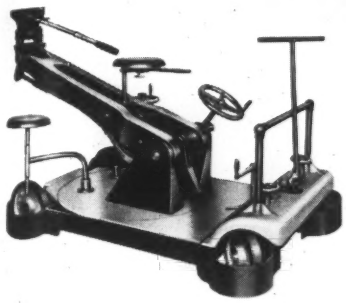
The advertiser may choose the time for scheduling his message, utilizing the films, preceded or followed by a standard 40-, 50- or 60-second spot from the advertiser himself.

Advertisers with local Milwaukee franchises have reported upgraded sales and profit by using Operation Impact, the station reports. A notable example is Milwaukee Nash, whose president, I. B. Rosenberg, reported:

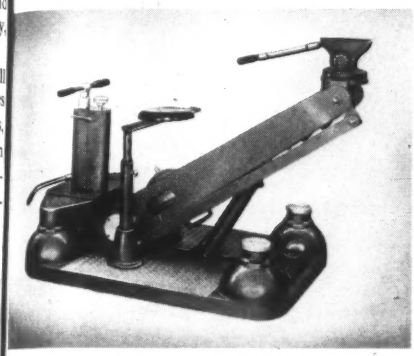
"In spite of a declining buyers' market we can point to the fact that our sales have held up very well and even increased over a similar period when we did not use any tv advertising. The only addition to our advertising has been our schedule (of commercial spots) on WOKY-TV, which has brought us back a substantial profit. We are planning to increase our present schedule . . ."

Among other users of Operation Impact are: Major Appliance Co., IGA Stores and Chicken-of-the-Sea Tuna. Aside from these larger advertisers, a number of local firms have hopped on the bandwagon, among them: Wisconsin Steel Products, Howard Clock, Dial Cabinet, Nelson Motor Service and Veterans Radio & Steam Auto Service.

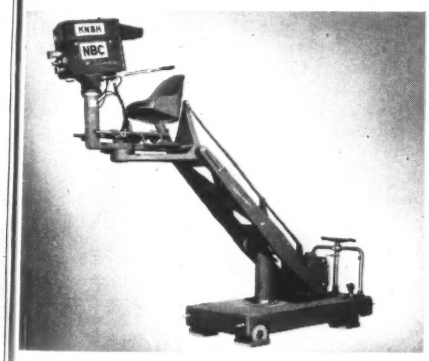
Phase two of Impact is devoted solely to local firms which, WOKY-TV confidently feels, can't afford to remain off tv long. A local retailer can get a 20-second sound film (voice over) on WOKY-TV once a week for a relatively low price. The station handles the details and the advertiser buys the film service.



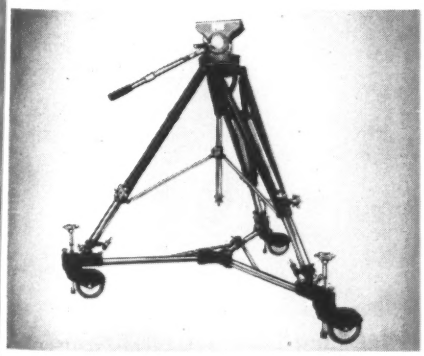
PANORAM DOLLY gives camera complete mobility; smooth panning, dolly shots, running shots, special effects. Two man crew.



CINEMOBILE offers extreme maneuverability. Camera boom raises hydraulically. Ideal for smooth dollying, panning, etc. Two man crew.




HOUSTON-FEARLESS TC-1 CRANE raises camera to extremely high and low positions. Permits "fluid motion" shots. Foot-operated panning.



HOUSTON-FEARLESS All-Metal Tripod on Tripod Dolly gives mobility to cameras at low cost. Completely portable. Ideal for remotes.

CAMERA is counterbalanced in Model PD-3 TV Pedestal by Houston-Fearless, enabling cameraman to raise or lower with ease.

# WHICH TYPE OF CAMERA MOUNT SHOULD YOU BUY?

Proper mounting of television and motion picture cameras is essential for efficient operation, smooth production and good showmanship. Choice of mobile equipment should be determined by the size of your studio, types of shows, size of camera crew, camera equipment used, budget and many other factors.

Each piece of Houston-Fearless equipment shown here has been designed for a specific purpose. Each is the finest of its type, the standard of the industry.

A Houston-Fearless representative will be happy to analyze your requirements and recommend the equipment that will serve you best. Write or phone: The Houston-Fearless Corp., 11801 West Olympic Boulevard, Los Angeles 64, California. BRadshaw 2-4331. 620 Fifth Avenue, New York 20, N. Y. CIrcle 7-2976.

MODEL BT-1 CRANE has power drive, hydraulic lift. Provides lens height from 2′ to 10′. Developed for Motion Picture Research Council.

TV PEDESTAL MODEL PD-1 by Houston-Fearless is operated by cameraman. Rolls smoothly, raises, lowers, turns on own radius.

Once upon a time . . . . . We told a buyer and a big distributor that BONDED TV Film Service handles TV film. And what sir, does "handle" mean, they asked. Well, now, I'd to tell you, I said and did: When the finishes printing a film, BONDED takes over. We attach leaders, mount on a and label each print for you. If it's a program, we splice in commercials. Next we mail it or by . And we keep a "Print Control Record" of where every print is, until it returns. Then we examine each print carefully, clean and repair if needed and give you a "Condition Report" . . . so you'll know whether those took good care of it or chewed it all up. And BONDED stores your until you tell us to it out again. Interesting part is, we can do all this cheaper than you can do it for yourself, by the dozen or by the thousands. That's our business and we it. us. You'll be you did!

BONDED TV FILM SERVICE Inc.

LOS ANGELES • 904 N. La Cienega • BR 2-7825
NEW YORK • 630 Ninth Avenue • JU 6-1030

FASTER, SAFER, LESS COSTLY . . . Because It's More Efficient!



memo from Ed Hochhauser Jr.

WHO'S KIDDIN' WHO ? ! ?

You can't expect an automobile to fly—it was never designed to.

Then, why expect a collection of phonograph records to give you TV production music!

There's only one real TV Production Music Transcription Library—and, only APS has it.

There's no reason why you shouldn't have this valuable programming tool . . . especially with its price tag of just $19.50 per month.

Phone, wire or write us . . . we'll rush you a copy of our catalog, audition samples and contracts.

*Have you seen a screening print of APS's GREAT AMERICAN TV film series? Better order one.*

"the library that pays for itself"

APS Associated Program Service
(A division of Muzak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400


serve and promote the CODE OF FAI PRACTICES set forth hereafter.

*CLIENT RELATIONS*

1. *Speculative Scripts and Story Boards*

Motion picture and slidefilm scripts, r search, elaborate treatments, outlines o storyboards are a cost of production charge able to the individual client for whom the are designed, and shall not be provided t prospective clients except as a contractua obligation at a fair and stipulated cost.

However:

1a. Ideas for prospective production limited treatments or outlines in the spoke word, in correspondence or presentatio form as a legitimate part of the sales activ ity, may be offered without cost to th client.

2. *Samples of Producer's Work*

The producer shall agree to submit ap propriate samples of past work on request

*(Continued on page 105)*

## International Coverage

NEW programming material plus a "good neighbor" gesture toward Pan American nations are combined in an idea introduced by WSUN-TV St. Petersburg, Fla., on its *Date With Fran* program.

Taped interviews and film pickups are used, with material gathered by WSUN-TV staff personnel who visit Central and South American countries under an arrangement with Aerovias Sud Americana, air cargo carrier. In the first program Charles W. Mason, producer-director, and Fran Ratteree, program m.c., interviewed President Carlos Castillo-Armas of Guatemala. They were aided by W. H. Bowes, WSUN-TV news-public relations director, and Larry Renault, photographer.

Program material includes interior native settlements, mountain scenery, political figures in several nations, with a half-dozen other countries lined up for the next assignments. The program was conceived by Mr. Mason. Its success led Charles L. Kelly, general manager of the station, to expand the idea.

PRESIDENT Carlos Castillo-Armas of Guatemala is interviewed by Fran Ratteree on WSUN-TV's new international program, *Date With Fran.*

They love me in **L.A.***

**and in over 120 other markets in the U.S.A. and Canada!**

**ROBERT CUMMINGS** *in*

# "my hero"

*can be your hero!*

Here's the rib-tickling family show that has entertained big, BIG network audiences (National rating of 29.9!)... with a sales-success record on everything from Automobiles to Beer to Cigarettes. Best of all, "My Hero" keeps drawing the crowds even when it comes back for bow after bow!

* **4th RUN** *in Los Angeles* — ***a 7 station market—"My Hero" gets a 18.3 ARB rating to put it in the Top Ten of syndicated TV film shows!***

**Just a few of the sales-alert, budget-conscious sponsors who have made "My Hero" their hero:**

| | |
|---|---|
| Atlas Furniture Co. | DETROIT |
| Chevrolet Dealer | SEATTLE |
| Duquesne Beer | WHEELING, ERIE |
| Ever Ready Battery Co. | LOS ANGELES |
| Chase & Sanborn | LOS ANGELES |
| Winn Oil | LOS ANGELES |
| Furr's Supermarkets | EL PASO |
| Holmes Tire Co. | MADISON |
| James Cashman | LAS VEGAS |
| Miami Valley Dairy | DAYTON |
| Piggly Wiggly Food | AMARILLO |
| Russer Meat Products | ROCHESTER |
| Sweet Caporal | CANADA |
| Supermarkets, Inc. | LUBBOCK |
| Taylor Insurance | PINE BLUFF |
| Premier Foods | NEW YORK CITY |
| Whelan Drug Stores | NEW YORK CITY |
| RCA Victor TV Co. | KEARNEY |
| Skelly Oil Co. | MONROE, LA. |
| York Air Conditioning | HUTCHINSON, KAN. |

**YOU CAN STILL BUY "MY HERO" IN MANY MARKETS**

*...some even first run!*

39 weeks of half hour top-rated situation comedies with full family appeal.

*WRITE! WIRE! PHONE!* **for full details and merchandising plan for sponsors!**

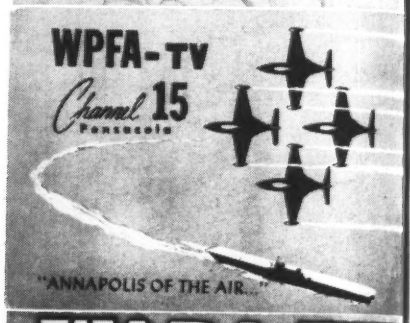
**OFFICIAL FILMS, INC.**

**25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100**

Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • St. Louis

**AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS**

*COLONEL MARCH OF SCOTLAND YARD • MY HERO • TERRY AND THE PIRATES*
*TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • THE STAR AND THE STORY*




# STATION IDENTIFICATIONS

**Thirteen more in B•T's continuing presentation of television IDs.**

*SATISFY YOUR PUBLIC SERVICE OBLIGATIONS*

**Program Encyclopaedia Britannica Films!**

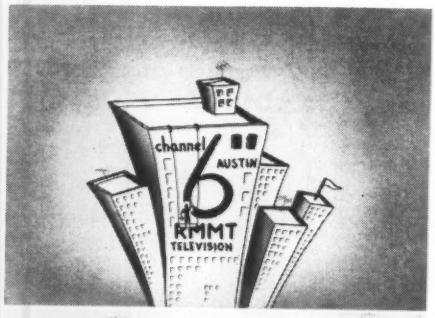
Encyclopaedia Britannica Films are a vital part of the audio visual education programs of most schools, universities, civic associations and other groups operating entirely in the public interest.

Endorsement of and participation in TV programs utilizing EBFilms in most cases is as near as your telephone.

There's an EBFilm Library plan which brings costs down to just a few cents per title per week.

Don't take chances . . . Don't handicap yourself. Solve that public service programming headache right now. Phone, wire or write right away about an Encyclopaedia Britannica TV Film Library for your station.

ARS *"the library that pays for itself"*
*Associated Program Service*
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

(Cointinued from page 102)

Where samples are not entirely the work of the producer showing them, he shall indicate to the prospective client the extent to which the work is his own.

In showing samples, the producer will not violate the confidence of previous sponsors.

3. *Financial Stability*

The producer shall be willing and able to supply evidence of financial ability to carry out the full responsibility of any proposed contract.

4. *Organizational Competence*

The producer shall be willing and able to show that he has at his immediate command studio facilities and personnel adequate for the productions he offers to undertake.

5. *Delivery Dates*

When delivery date is an important consideration in reaching agreement between client and producer, the producer shall be frank and realistic in estimating completion time.

Futhermore:

5a. When a delivery date has been agreed upon, the producer shall hold himself responsible in meeting it, except where completion is delayed either by client changes or by circumstances obviously beyond the control of the producer.

6. *Right to Completed Scripts*

Scripts written by members of this organization should be produced only by the member writing same.

7. *Client Protection from Irresponsible "Producers"*

Where a potential client has been approached by a potential producer whose practices and production standards are known to deviate in important aspects from those detailed herein, the client is entitled to have the advantages of the AAFP label pointed out to him.

8. *Production According to Specifications*

Where a producer has entered a contract on the basis of his price on a script either supplied by the client or by himself, he shall produce the picture according to the specifications contained in that script at the price quoted.

9. *Intangibles*

The presentation and production of motion pictures, slidefilms or other audio-visual aids on a strictly price basis, when that basis over-shadows the creative and technical aspects, quality and the client's real needs, is not conducive to the betterment of our medium, nor is it true service to the client.

AAFP members are pledged to the betterment of the medium and true service to clients.

10. *Presentation of Product and Services*

An AAFP producer should and is expected to practice truthful and unexaggerated representation of his product or services, either directly or through advertising.

11. *Commissions*

Any commissions paid under any contract will be paid to a full-time employe of the producer.

## *PRODUCER RELATIONS*

1. An AAFP producer will compete on the basis of merit, and avoid direct comparison with competitor's products wherever possible. He shall not depreciate the efforts of his competitor directly or inferentially by circulating harmful rumors about him.

2. An AAFP producer will respect the employment agreements of other members with reference to their employes. He will not initiate action to contact key employes of other producing organizations with a view to hiring them.

## *EMPLOYE RELATIONS*

1. *High Personnel Standards*

Individually and as an Association, we will endeavor to obtain and train dependable personnel to enable producers to complete contracts in a professional manner and on time.

2. *Training Opportunities*

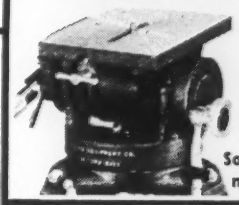
Since proficiency in the creative and technical skills of this industry are difficult to acquire elsewhere, members of this Association recognize the advisability of guiding their employes to higher skills and positions of greater responsibility by providing full opportunity for on-the-job training.

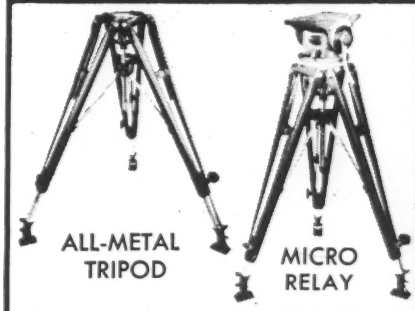
* Members of AAFP are: Atlas Film Corporation; Beeland-King Film Productions; Cinecraft Productions, Inc.; Condor Films, Inc.; DeFrenes Company; Francisco Films; The Jam Handy Organization; Kling Studios, Inc.; Mervin W. LaRue, Inc.; Producers Film Studios; Reid H. Ray Film Industries; Sarra, Inc.; Vogue-Wright Studios; Wilding Picture Productions, Inc.


NOW... A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT

Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.



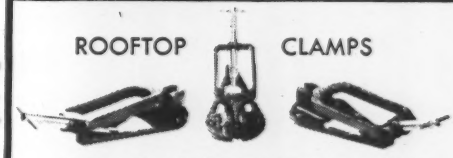


ALL-METAL TRIPOD

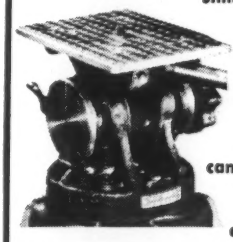
MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

ROOFTOP CLAMPS



Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.

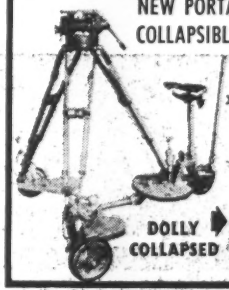


Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.

MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY



Dolly folds to fit into carrying case—18"x12" x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

DOLLY COLLAPSED

FRANK C. ZUCKER CAMERA EQUIPMENT CO.

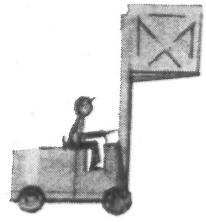
DEPT. B-11-13 1600 BROADWAY • NEW YORK CITY

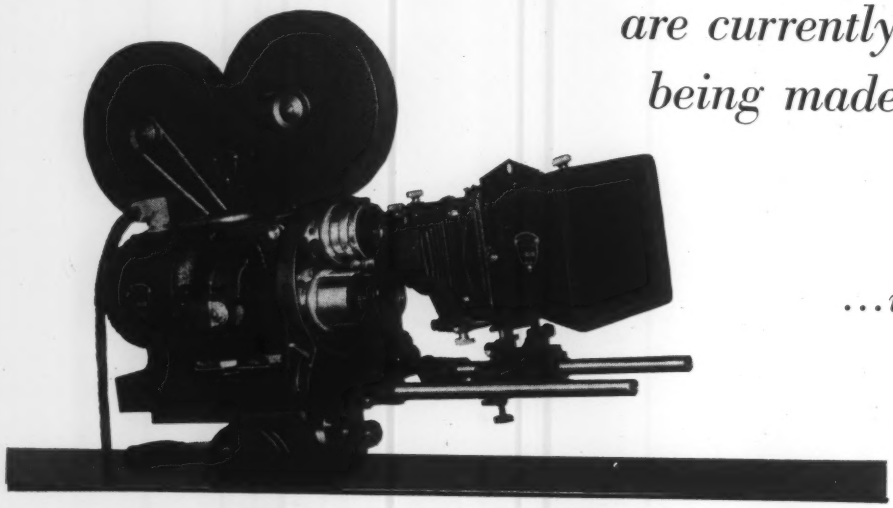
# IMPORTANT ANNOUNCEMENT

## *re: the Mitchell 16mm Professional Camera*

# IMMEDIATE SHIPMENTS

*are currently being made*





*...with this announcement*

the Mitchell Camera Corporation, for the first time in history, now offers you shipment of the famed Mitchell 16mm Professional Camera on receipt of your order.

### THE CAMERA WITH A HERITAGE

There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous ... wherever truly professional films are made.

**Mitchell Camera CORPORATION**

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

## INFORMED PLANE PASSENGERS

PASSENGERS on Saturday afternoon flights of American Airlines leaving Washington are taking off with the latest football scores nowadays through WTOP there, which feeds hourly reports to the American office at the airport. The scores are written on prepared game sheets and distributed by stewardesses to all passengers.

## WHHH CREWCUT QUEEN

MONTH-LONG contest to find a Crewcut Queen has been completed by WHHH Warren, Ohio, with the crowning of Sandy Keeley of Pitcairn, Pa. Her butch won the crown and title in competition entered by more than one-hundred contestants. John Peterson, disc m.c. of WHHH, conducted the contest, which was "the talk of the local 'coke' set" for a month.

## KRCG (TV) SUPPLIES NBC-TV

STAFF MEMBERS of KRCG (TV) Jefferson City, Mo., which is scheduled to start programming before the end of the year, recently supplied films to NBC-TV of riots which broke out at the Missouri State Penitentiary. The films were shown on Dave Garroway's *Today*.

## DUMONT TV SET PROMOTION

AS A MEANS of promoting sales of DuMont television receivers during the Christmas season, Allen B. DuMont Labs will offer free full color reproductions of the Norman Rockwell painting, "Their First Television Christmas," to persons visiting DuMont showrooms. The offer will be supported with announcements in major trade publications and with cooperative dealer newspaper advertisements.

## HOTPOINT PROMOTION KIT

HOTPOINT Inc., Chicago, this week will distribute to more than 11,000 dealers a merchandising-advertising kit including sample radio-tv spot announcements for use in connection with the promotion of its clothes washer and dryer. In addition to various suggested spots, the kit also contains two types of message postcards, newspaper advertisements and a special window display and product mat illustration. The kit is designed for use with an advertisement running in the Nov. 13 issue of the *Saturday Evening Post*.

## 'MAN WITH A QUESTION'

NEW radio series, titled *Man With a Question*, started last week on WNYC New York. The premiere program, broadcast in cooperation with the American Foundation for the Blind, featured H. V. Kaltenborn discussing "Blindness in the World" with M. Robert Barnett, executive director of the foundation. Subsequent programs in the series of 15-minute broadcasts will bring a number of theatrical personalities to the WNYC microphone to discuss all phases of blindness with authorities in the field.

## JAILED MAYOR

THE MAYOR of the town was arrested and jailed in Melbourne, Fla., when a listener to a special variety show being aired by WMMB there to raise money for the local high school band association offered a donation of $25 for the feat. Melbourne's Mayor Ed Kempfer was jailed and an additional $25 donation bailed him out. Nearly $500 was netted for the band in its fund drive for equipment and uniforms.

MOFFAT COAL Co. agrees to buy *Music in the Morgan Manor*, a Lang-Worth Production, to be heard over WQAN Scranton, Monday-Friday, 11:05 to 11:30 a.m. L to r: seated, Hayden J. Shaw, Moffat comptroller; Cecil Woodland, WQAN general manager; standing, Max Feinberg, account executive, and John R. Kreiger, commercial manager, both WQAN. Star of the program, Russ Morgan, started out years ago as a Scranton coal miner.

## 'BIG FIVE' AND COFFEE

FACES of the KLAC Hollywood "Big 5" disc m.c.'s—Dick Haynes, Gene Norman, Alex Cooper, Peter Potter and Jim Moore—are printed on 250,000 paper discs pasted on tops of Saberex coffee cans. The coffee, advertised on KLAC disc m.c. programs, is retailed in Southern California market chains.

## COLOR TV SET CONTEST

CONTEST to give away a color television set to an Oklahoma school recently deluged Eddie Coontz of KOMA-KWTV (TV) Oklahoma City with mail from all over Oklahoma and surrounding states. The winning contestant was Wanda Thompson of the Oklahoma School for the Deaf at Sulphur, Okla. The set was awarded on Mr. Coontz's tv show.

## KFAB FOOTBALL SPECIAL

LYELL BREMSER, sports director of KFAB Omaha, Neb., and 400 Nebraskans traveled to Boulder, Colo., Oct. 23 on the Lyell Bremser Football Special to watch the Colorado-Nebraska Big Seven Conference football game. Leaving Omaha, Lincoln and other points in Nebraska the preceeding night, the group journeyed by special bus to Boulder and enjoyed a "Buffalo Barbeque" on the U. of Colorado campus. The game, too, was enjoyable to the cornhuskers as Nebraska won 20-6.

## WGN-TV EDUCATION SERIES

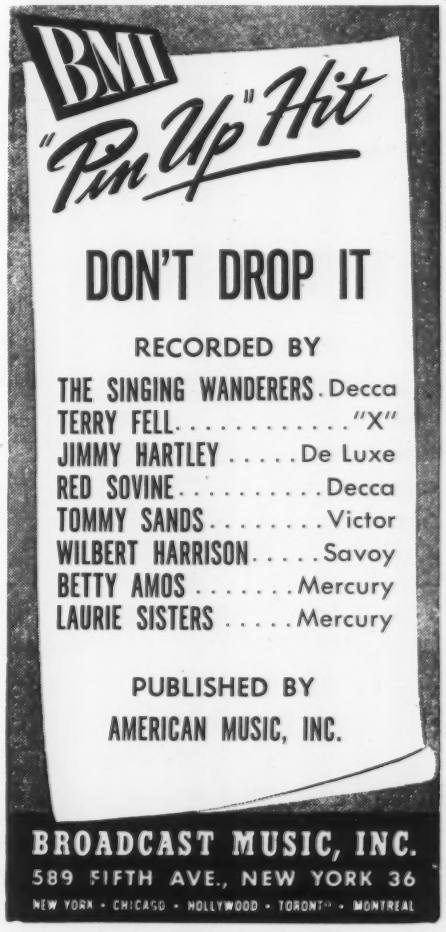
NEW *Learning Brings Adventure* program has been instituted by WGN-TV Chicago in cooperation with the city's public schools, Illinois Institute of Technology and Loyola U. The program is designed to include all phases of education, from kindergarten to college, and is seen three days weekly. The first telecast featured a group of Chicago industrial designers presented by IIT, with actual demonstrations of the effectiveness of streamlining dozens of appliances which are in home use each day. The three groups each present one telecast a week from 1:30-2 p.m.

## 'PASSPORT TO DANGER'

TELEVISION stations, agencies and advertisers are receiving a simulated film reel case from ABC Film Syndication containing a letter from George T. Shupert, president of the firm, a film brochure and a pair of handcuffs. Mr. Shupert, speaking about the handcuffs, states in his letter, "Criminals, you know, aren't the only people who wear this kind of thing." He says that when a diplomatic courier leaves on a foreign assignment, his dispatch case is locked firmly to his wrist the same way—his "Passport to Danger," the same name of the film series of the firm. *Passport to Danger*, Mr. Shupert explains, "brings you a 'name' star (Cesar Romero) at a remarkable cost . . . What's more, Romero will complete the identification by appearing in your commercials and promotions . . . " The brochure contains information about the series, plus billing *Mandrake the Magician*, *Racket Squad*, *Kiernan's Kaleidoscope*, and *The Playhouse*, other ABC Film series.

## SMOKY PROMOTION

WNCT (TV) Greenville, N. C., has burned and smoked its way into advertiser and agency offices by sending them specially prepared cigarettes. Packages bear the call letters of the station and its channel number (ch. 9),



BMI
"Pin Up" Hit
DON'T DROP IT
RECORDED BY
THE SINGING WANDERERS . Decca
TERRY FELL . . . . . "X"
JIMMY HARTLEY . . . . . De Luxe
RED SOVINE . . . . . Decca
TOMMY SANDS . . . . . Victor
WILBERT HARRISON . . . . . Savoy
BETTY AMOS . . . . . Mercury
LAURIE SISTERS . . . . . Mercury
PUBLISHED BY
AMERICAN MUSIC, INC.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

## 20,000 Piano Rolls Inspire New Show

BELIEVED to be radio's first disc-less disc jockey show, *Player Piano Playhouse*, will have its premiere Nov. 13 on WBZ-WBZA Boston-Springfield, Mass., as a result of WBZ's recent three-month promotion for old piano rolls. Following requests by station personalities, WBZ was deluged to the tune of 20,000 rolls, which prompted the station to halt the promotion while there was still room to move around.

The new half-hour weekly program was scheduled by Avner Rakov, program manager, who selected 5,000 of the choicest rolls for the show, totaling more than 300 hours of listening time. Scripts for the new "old" show will be written by Mr. Rakov and Herbert Lundquist, program supervisor.

The promotion was born in July when an old player piano was brought into the studio and Carl deSuze, morning disc m.c., made an informal request for piano rolls. A friendly feud developed when Nelson Bragg, who has an afternoon record show, panned the musical ability of his morning counterpart and made a piano roll request of his own. Other WBZ personalities made similar requests and a full-scale contest was underway.

Performers enlisted the aid of sponsors and others in the collection of rolls and guest stars, including Paul Whiteman and Joe E. Brown, made appearances on various shows and demonstrated their particular player piano "styles." Lud Richards, advertising and sales promotion manager of WBZ-WBZA Boston-Springfield, who started the rolls snowballing when he brought the player piano into the studios, arranged with the Eastern States Exposition at Springfield to accept piano rolls in lieu of the $1.25 admission charge. This resulted in about 6,000 rolls which Exposition-goers inscribed with the names of their favorite personalities. It was later discovered that some enterprising Springfield music stores had considerably stepped up sales by selling piano rolls for 25 cents apiece. With every station personality talking about other performers and shows, the result was a "great cross-promotion," according to Mr. Richards.

WITH 20,000 piano rolls for a background, Lud Richards (r), advertising and sales promotion manager of WBZ-WBZA Boston-Springfield, congratulates disc m.c. Carl deSuze on winning the station's three-month long piano roll contest.

Mr. deSuze received the most rolls, 7,990; Mr. Bragg was a close second with 7,597. Other totals scaled down. Mr. Richards sums the promotion up this way: "It just shows the kind of job radio can do. When you bring in 20,000 piano rolls, or box tops or soap wrappers or anything else, you can be sure you have a medium that's still very much alive."

and individual cigarettes are marked with the letters W-N-C-T. Gift cartons, sent by Hartwell Campbell, general manager, dramatized "the fact that one-third of all the bright leaf tobacco grown in the U. S. comes from Pitt County, home county of WNCT."

### GARRULOUS PARAKEET

CORKY, a fluent parakeet who knows when to speak and when not to, was the recent recipient of $100 from KIXL Dallas. Green and yellow and ten months old, Corky was the first parakeet to chirp "KIXL Music—Sunup to Sundown" into the microphones of the station. The bird learned the phrase in a week and overcame the obstacle that stopped four other parakeets before him—that of saying the words when he was supposed to. KIXL will award $10.40 each to the next five birds who can say the phrase. The station's frequency is 1040 kc.

### IT'S A DATE

TO PROMOTE the recent start of NBC-TV's *Tonight*, WTTV (TV) Bloomington, Ind., aired 34 10-second spots the two days preceding the premiere telecast. The spots featured Karen Lentz and used the idea, "We have a date for tonight at 11. I'll be waiting for you here on ch. 4." Just prior to the first telecast of *Tonight*, which stars Steve Allen, Miss Lentz appeared in a living room scene with lights low to offer a seat beside her to view the show. The station reports being particularly pleased with the results, in that many viewers thought the promotion spots were originating with the network.

### SMILEY COMES TO YANKTON

*WNAX Missouri Valley Barn Dance*, aired Saturday evenings over WNAX Yankton, S. D., was highlighted recently with the appearance of Smiley Burnette, radio, tv and motion picture personality. Mr. Burnette, under the auspices of the A. E. Staley Mfg. Co., makers of Sweetose Waffle Syrup, was in that city for the annual Yankton Pancake Days. WNAX, to accommodate the audience for *Barn Dance*, moved the broadcast from the station's studios to a local gym.

### COOPERATIVE FAIR COVERAGE

COMMERCIAL and educational television combined forces Oct. 19-23 to cover the North Carolina State Fair in Raleigh. Using WTVD (TV) Durham's transmitter and monitoring equipment, the mobile unit of WUNC-TV Chapel Hill and personnel from both, the stations broadcast three half-hour shows daily for the fair's duration. WUNC-TV, educational station operated by the U. of North Carolina, is not programming yet, but expects to commence operation late this year.

### WFDF CAREER BOOTH

PICTORIAL exhibit to encourage youngsters to look into the possibilities of radio and television as a vocation was sponsored by WFDF Flint, Mich., at the first annual "Career Carnival," presented under the auspices of the Flint Board of Education. Nearly 7,000 high-school and junior college students visited the display over a two-day period. The station prepared a special pamphlet outlining various types of industry job opportunities and types of preparation for them. Staff members were in attendance at the booth at all times to answer questions and offer advice. WFDF reports receiving many compliments from teachers and civic leaders.

### WCKY JAMBOREE ALMANAC

WCKY Cincinnati has published the 1955 edition of its annual WCKY Jamboree Almanac. Priced at 35 cents, the booklet contains 112 pages of weather forcasts, horoscopes, planting guides, cash contest opportunities, station personnel and operation information and mail order advertisers. "A Statement of Policy" points out that advertisers for the almanac are

FIRST ANNUAL WCCO Minneapolis-St. Paul broadcast of the "St. Paul Winter Carnival Radio Show," to be presented Jan. 29, is contracted for by Larry Haeg (l), WCCO general manager, and Wesley Chandler, general chairman of the 1955 Winter Carnival. The two-hour stage show, featuring well-known personalities, will originate from the St. Paul Auditorium.

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screened, with each one giving assurance of a "money back guarantee." Most of the articles are ordered through the station. A testimonial section lists the favorable response from several readers.

## CIVIC SHOW MILESTONE

PROGRAM which urges integrity in the conduct of business affairs and is designed to aid the consumer has marked its 60th consecutive weekly broadcast with its originator, Ralph S. Hinman, over KFH-AM-FM Wichita, Kan. Mr. Hinman is manager of the Better Business Bureau in Wichita. The series, *Dutch Uncle Talks*, was begun in 1940 by him to assist business and the public by exposing frauds and

## COLORCASTING

### Advance Schedule
### Of Network Color Shows

**CBS-TV**

Nov. 9 (7:45-8 p.m.): *Jo Stafford Show*, Gold Seal Co. through Campbell-Mithun.

Nov. 10 (10-11 p.m.): *Best of Broadway*, "Panama Hattie," Westinghouse Electric Co. through McCann-Erickson.

Nov. 14 & Nov. 21 (6:30-7 p.m.): *You Are There*, Electric Cos. Adv. Program through N. W. Ayer & Son and Prudential Insurance Co. through Calkins & Holden, alternating sponsors.

Nov. 17 (12:30-12:45 p.m.): *Search for Tomorrow*, Procter & Gamble Co. through Biow Co.

Nov. 18 (8:30-9:30 p.m.): *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

Nov. 28 (9:30-10 p.m.): *Honestly Celeste*, Bristol-Myers Co. through Young & Rubicam.

**NBC-TV**

Nov. 11 (9:30-10 p.m.): *Ford Theatre*, "The Road Ahead," Ford Motor Co. through J. Walter Thompson.

Nov. 15 (8-9:30 p.m.): *Producers' Showcase*, "State of the Union," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Nov. 17 (11 a.m.-12 noon): *Home*, pick-up of interior decorating discussion.

Nov. 18 (9:30-10 p.m.): *Ford Theatre*, "Summer Memory," Ford Motor Co. through J. Walter Thompson.

Nov. 20 (9-10:30 p.m.): *Max Liebman Presents*, "Best Foot Forward," Oldsmobile Div. of General Motors Corp. through D. P. Brothers Co.

Nov. 25 (9:30-10 p.m.): *Ford Theatre*, "The Legal Beagles," Ford Motor Co. through J. Walter Thompson.

Nov. 28 (4-6 p.m.): *Hall of Fame*, "Macbeth," Hallmark cards through Foote, Cone & Belding.

**[Note: This schedule will be corrected to press time of each issue of B•T.]**


Advertisement

From where I sit *by* Joe Marsh

## Our Town Makes Good in New York City

Couldn't place a new subscriber named Clark, but I found out who they were one day last week when they dropped in *The Clarion's* office.

*"We're native New Yorkers," Mrs. Clark said, "and all our friends there are originally from other places. We always felt left out when they talked about things 'back home.'"*

"That's why we 'adopted' your town and to get all the news we subscribed to *The Clarion*. Now we have a 'back home' of our own to talk about—and we think it's the most wonderful town there is!"

*From where I sit, just about everyone thinks his own home town is best. Picking your town comes natural. The right to do this "picking," though, is what really counts. Whether it's a favorite town, a favorite cut of meat, or even a choice of a beverage—say between beer and buttermilk, it's respecting the right to this freedom of choice that makes a good neighbor and a good American. I hope you subscribe to that!*

Joe Marsh

*Copyright, 1954, United States Brewers Foundation*

## WNEW's New Look Puts Disc Jockeys Everywhere

THERE's been a "big shakeup" at WNEW New York—but no one was fired. In fact, the independent station with a reputation for bold and imaginative programming, is lustily proclaiming "the shakeup" in newspaper advertisements and vigorous on-the-air promotion. WNEW has come up with a "new look" for its disc jockey programs.

For years WNEW's disc jockey shows had enjoyed high popularity and had gained considerable audience and sponsor acceptance, but when Richard Buckley became president last April, he began to think of ways of bolstering programming.

Strongest conviction Mr. Buckley held was that disc jockeys can be of around-the-clock value to sponsors. He realized that many stations offer their sponsors an impressive daytime audience, but neglect the evening and after-midnight audience, largely because of television competition.

Mr. Buckley decided to re-schedule his personalities in different time slots during the day, evening and post-midnight periods, so that "loyal fans" would follow one to his new time slot and, by force of habit, perhaps stay tuned for other personalities.

The principal change involved re-scheduling two popular deejays—Art Ford and Al (Jazzbo) Collins—but several other personalities also were "shaken up." The formats of several of the programs were altered, with Program Director William Kaland introducing innovations, including the featuring of new talent on the new *Art Ford Show* (Mon.-Sat., 7:35-9 p.m. EST) and use of a live orchestra on *The Bill Kemp Show* (Mon.-Sat., 5-5:30 p.m.).

To acquaint listeners with the "new look," which went into effect on Sept. 19, WNEW launched an extensive promotional campaign. This consisted of standard publicity material and on-the-air promotion, during which "Mabel The Operator," a WNEW character, often discussed the changes, and exploitation on all disc jockey shows. One phase of the promotion of which WNEW is particularly proud is its paid newspaper advertisements.

WNEW claims to be the first radio station in New York to contract for paid displays within the radio listings section of the *New York Post*. The station has been running "around-the-clock" ads in the listings section of the *Post* three times a week. Additionally, WNEW has taken page ads and some smaller ones in the *New York Journal-American* and the *New York Daily News*.

Kenneth Klein, promotion manager of WNEW, who conceived the station's overall promotion plan, noted that some newspapers throughout the country have dropped listings of radio programs for independents, working on the theory that their programming is "static." Mr. Klein maintained that listings indeed are important, particularly for stations that revamp their line-ups.


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schemes masquerading as legitimate business. The quarter-hour series has been so well received that Mr. Hinman tapes the program for airing in other cities, including Milwaukee, Cleveland, Fort Wayne and Fort Worth.

### 'CONCERT OR CORN'

MIXTURE of corn and highbrow is emphasized in a new series of programs begun by WBBM Chicago as a follow-up to its Sunday New York Philharmonic network broadcast from CBS. Listeners are treated to *Concert or Corn*, alternating selections of classical and hillbilly music. The station has launched the project self-assured that it will create controversy and discussion, and Lund Mfg. Co., manufacturer of high fidelity sound systems, is sponsor. The show is aired 3-3:25 p.m. CST.

### 'THIS IS CINERAMA'

SERIES of broadcasts tracing the history of the motion picture industry currently is being sponsored on WNMP Evanston, Ill., by Chicago Cinerama Corp., through Sorensen & Co., Chicago advertising agency. The broadcasts feature Sam Lesner, drama critic of the *Chicago Daily News*, and Neil Bruce, who produced the series, in commentary designed to promote attendance at local theatre showings of "This Is Cinerama." The series will run 26 weeks and is beamed at families in suburban Evanston, as well as Chicago listeners. Cinerama Corp. retains re-use rights to the program, aired each Wednesday, 12:15-30 p.m.

### EDWARD SMALL FILM RATINGS

FOUR-PAGE mailing piece in color is being sent to tv stations, advertisers and agencies reporting the ratings and competitive marks attained by Edward Small Film Features, according to Michael M. Sillerman, executive vice president of Television Programs of America, distributor of the series. Mr. Small is chairman of the TPA board. Highlighted in the presentation are the names and stars of the 27 top feature-length movies which Mr. Small produced. Other information includes the running time of each picture and reactions of stations which have programmed them.

### NEWSROOM ON WHEELS

FULL-TIME "roving reporter" will be added to the staff of WRCA New York on Nov. 8 when Gabriel Pressman, formerly with the *New York World Telegram & Sun*, joins the station to take over this newly-created "beat." WRCA plans to set up a mobile radio newsroom from which Mr. Pressman will work. It will be equipped with a portable tape recorder and a beeper telephone. Mr. Pressman also will cover New York's City Hall and suburban communities' civic headquarters, the station has announced. His reports will be highlighted in the newscasts of Ben Grauer, Bob Wilson, John Wingate and Kenneth Banghardt.

### PROMOTION SWAP

IN a novel arrangement, two independents in New York—one radio, the other tv—are promoting each other's talents and programs. The promotion "swap" was announced Monday by Fred M. Thrower, vice president and general manager of WPIX (TV), and Frank Roehrenbeck, WMGM general manager. Under the pact, WPIX's afternoon variety star, Bob Kennedy, promotes WMGM's Ted Husing and his morning show. Mr. Husing returns the promotional compliment. Other shows included are WMGM's *Bill Silbert Show* and *Ted Brown and the Redhead*, and WPIX's *First Show* and *Dancetime*. Both stations—each of which features *Liberace*—will give the performer major attention in their cross-promotion. Also being discussed: possible "live" appearances of various performers on each station.

### 'TRIPLE IMPACT' FOLDER

FOOD advertisers in the Los Angeles area last week received "Triple Impact," a promotion folder from KFWB Hollywood, outlining the station's new merchandising tie-up between its *Al Jarvis Make Believe Ballroom* program and 40 local supermarkets. Plan offers advertiser participation in the program, plus such merchandising aids as a personal appearance each week by Mr. Jarvis in one of the markets, multi-colored advertising cards on 2,500 supermarket carts, window banners, wire hangers, stack cards, shelf strips, and cooperation with the product's newspaper advertising.


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## AWARDS

### Peabody Awards Deadline Set for Jan. 10, 1955

CLOSING DATE of 1954 entries for the George Foster Peabody annual radio and television awards is Jan. 10, 1955, according to an announcement by the U. of Georgia, Athens, which administers the awards through its Henry W. Grady School of Journalism and a national board.

The awards, which give recognition to programs, stations, networks and individuals, are given in the following categories: 1) News (reporting and/or interpretation); 2) Entertainment; 3) Education; 4) Youth or Children's Programs; 5) Promotion of International Understanding; 6) Public Service by a Local Station, and 7) Public Service by a Regional Station.

Entries should be based on programs of the current year and may be submitted by any person or organization wishing to direct the attention of the Peabody board to a special program or programs.

### Brotherhood Week Awards Are Planned In All Media

DURING Brotherhood Week, Feb. 20-27, human relations awards for outstanding contributions made in all divisions of the media of mass communications will be presented by the National Conference of Christians and Jews. The announcement was made last week by Ben Duffy, president of BBDO, New York, who is serving as general chairman of Brotherhood Week. Chairman for the media awards committee is Taylor Mills, Motion Picture Assn. of America.

Mr. Duffy stated that awards would give recognition to media firms, personalities and programs which have promoted goodwill and understanding during the year among American racial and religious groups. Nominations for the citations must be submitted by Dec. 15.

Awards will be presented in the following nine categories: advertising campaigns; cartoons; editorials; articles and fiction from magazines and newspapers; motion pictures; photographs with captions; books; radio programs, and television programs.

In the case of radio shows, scripts, tapes or recordings must be submitted. Scripts or kinescopes of telecasts must accompany an entry. Both single broadcasts and program series are eligible in the radio-tv category. Tear sheets must be submitted for entries in the cartoon, editorial, advertising, magazine article, and photograph classifications. The motion picture category covers 16 and 35mm film. Prints must be submitted. In the book division, copies of either fiction or non-fiction must be submitted by publishers.

#### AWARD SHORTS

**Frank Stanton,** president, CBS Inc., and **J. L. Van Volkenburg,** president, CBS-TV, commended by Iowa Governor William S. Beardsley and State U. of Iowa President Virgil M. Hancher for network's public service series, *The Search*.

**Communication Product Div.,** Allen B. DuMont Labs, Clifton, N. J., presented award from Dr. Allen B. DuMont for attaining highest safety record for any DuMont Labs division during past year.

## INTERNATIONAL

# MINIMUM OF 90 TV STATIONS EXPECTED TO BE ON AIR IN EUROPE BY END OF '55

**Other European activities include start of MSM's series in Sweden and indications of a controversy in Bavaria on filmed shows.**

### Stockholm

MSM Enterprises will start shooting a series of 100 semi-documentaries (30 minutes each) in Sweden and in other European countries in the next few weeks. Films are designed for American tv markets. Albert Schatz from Hollywood and Michael Road arrived in Stockholm a few days ago to line up the cast which will be made up of Swedish actors speaking English.

Series depicts big European crimes and is based on material collected by Harry (Shotgun Harry) Soederbaum, internationally renowned Swedish crime scientist, who presently is in New York participating as a teacher in a FBI training program. Sandrew-Bauman, Swedish motion picture concern, is providing technical equipment.

### Frankfurt

According to estimates by Dr. Werner Nestel, technical director of NWDR (North West German Radio), there will be at least 90 television stations operating in Europe at the end of 1955.

On Nov. 5, this year, South German Radio, one of West Germany's semi-official radio networks, is to start regular television operations. South German Radio's tv studio will contribute two hours per month to the joint West German television program that is presently carried by all of the stations in the area.

On Nov. 6, Bavarian Radio which covers all of the U. S. Zone of Germany, will start regular television operations.

Even before there is any tv show on the air in Bavaria, controversies on whether feature films designed for cinema exploitation should be shown on tv or not have arisen. Dispute is between German motion picture distributors who announced they would not cooperate with tv and American companies which are already supplying trailers and sequences to the NWDR television network in Northern Germany and now plan to extend these program services to the Bavaria station.

### Vienna

Has an Austrian company the right to pick up television programs from the Wendelstein transmitter in West Germany and rebroadcast them in Austria without asking permission?

This legal question has arisen from the fact that the Bavarian tv transmitter which will start regular non-commercial broadcasts within a few weeks can be received in Austria. A few days ago a private Austrian company announced plans to construct the first transmitter in Austria (country has up to now no tv whatsoever) using picked-up programs that come across the border from Bavaria. As there are no international treaties on who could use non-commercial tv programs that way, the Vienna Government is expected to do some investigating and make a decision in the case soon.

The more official introduction of television in Austria is slowly moving along "red tape lane." Latest estimate is that official tv in Austria will not start before mid-1955.

To promote the case of tv in Austria a Television Exhibition is actively planned. It will be held in the Kuenstlerhaus, Vienna, within some weeks. The government has established a Television Committee which has been designed to supervise programming of coming Austrian tv. The committee is under the direct control of the Education Ministry.

### Berlin

European Television Corp. has completed its first tv film in color. Titled "Rainbow after the Rain," with a German cast, it is in Gevacolor, a European color process. Film is in English. German, French, Italian and Spanish versions are planned.

Two major German television equipment manufacturers, German Philips Co. and Telefunken Co., according to recent statements, are firmly convinced that the German tv set market is as yet untapped and holds large opportunities. Philips is presently constructing an entirely new plant in Berlin at costs of $710,000. Labor force will exceed 600. Telefunken has improved facilities and is turning tv sets out at a rate of three per minute.

1955 sales in tv sets in West Germany are expected to reach 500,000. Supply comes from a total of 20 manufacturers in the area.

### London

Sir Kenneth Clark, chairman of the British Independent Television Authority, left for New York on Oct. 15. He plans to tour the U. S. on a survey covering entire tv field in America.

Sir Robert Brown Fraser, meantime, has been appointed ITA director-general. Most recently, he was director of the British Central Office of Information.

According to plans by the British Independent Television Authority, the first three transmitters operating on a commercial basis will start regular broadcasts before October of 1955. They will be located in London, Birmingham and South Lancashire.

Names of companies who will be appointed program contractors for the first stations have not yet been announced. But chances are that the names will be out before the end of the year. The newly established Incorporated Tele-

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Elliott A. Browning
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**57 years** electron tube experience.

**Leadership** in high vacuum technique.

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Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

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Springdale, Connecticut


## A Lesson From Guam

WHILE skeptics in the U. S. were questioning the advisability of allowing radio-tv coverage of Congressional hearings and bellowing about the "circus atmosphere" it would create, KUAM Agana, Guam, reports it was successfully broadcasting an entire session of the island's Territorial Legislature "without disruption of the normal legislative process." Furthermore, the station points out, the legislators unanimously voted at the end of the session to commend the station for impartial reporting. Interest in government was stimulated throughout the island by the broadcasts which reached just about everyone because KUAM is the only station on the island and radios must be left on to prevent tropical fungus. The station employed two pencil mikes which were moved about the floor at the direction of a producer by two boys wearing "KUAM" shirts, giving members notice of the approach of the mikes. No attempt to "grandstand" or "show off" was made, according to the station. One listener, a legislator who was not feeling well and stayed home to listen to the session, heard his policies being severely criticized on the floor, jumped into his car, drove to the legislature building, got the attention of the chair and defended his position, thereby avoiding what might have been considerable delay in dealing with the issue. KUAM has broadcast a special session of the legislature called by the governor to consider monetary matters, and the station adds: ". . . there's nothing in the book that says KUAM won't go on broadcasting the full and complete sessions of the Guam Legislature, from gavel to gavel. And everything in the book says that it will be successful and well received."

vision Program Co. is dubbed as one of the most likely successful applicants. Granada Theaters and other interests from the British motion picture industry field are some more applicants having good reasons for hoping they will be on the first list.

Total number of licensed tv sets in Britain, according to latest official statistics, has exceeded the 3,500,000 mark.

## CCBA Elects Caine At Niagara Falls Meet

HOWARD CAINE, manager of CKFH Toronto, was elected president at the fourth annual meeting of the Central Canadian Broadcasters Assn. Sessions were held Oct. 24-26 at the Sheraton Brock Hotel, Niagara Falls, Ont. Harvey Freeman, Northern Broadcasting Co., Toronto, and A. H. Collins, CKLB Oshawa, Ont., were elected vice presidents, with Fred Metcalfe, CJOY Guelph, Ont., as secretary, and Eugene Fitzgibbons, CKCO-TV Kitchener, Ont., as treasurer.

Panels in which station executives, agency timebuyers, advertisers and station representatives participated, all reported changes in Canadian broadcasting habits with advent of tv. Panel sessions dealt largely with new ideas in broadcasting and success stories of what broadcasting has done for local and regional advertisers.

Agency men discussed small campaigns, necessity of merchandising, knowing what the competition was doing, and saturation selling. Women as buyers and as sales personnel were discussed on an all-women panel of station personnel, in which it was pointed out that women could do a better radio job selling women's merchandise than can male announcers.

Sessions also were held by program managers, sales managers and television station operators, the latter planning to change rate protection time for advertisers from the present half-year period to a 90-day period.

At closed sessions on the final day of the meeting, reports were given by representatives of the national organization as to latest developments on copyright and legislative problems. To represent the CCBA on the national body, the Canadian Assn. of Radio & Television Broadcasters, the meeting elected Jack Davidson, CKGB Timmins, Ont.; W. T. Cruickshank, CKNX Wingham, Ont.; J. E. Campeau, CKLW-AM-TV Windsor, Ont.; J. A. Dupont, CJAD Montreal; and Wally Slatter, CJOY.

## BBC Figures Show Tv Audience Increase

BRITAIN's television audience is still growing while radio listening in the United Kingdom is slowly but consistently following a downward trend, it has been revealed in the latest BBC audience research statistics which cover the third quarter of this year.

It is estimated that the average size of the adult total radio audience in the July-September quarter was about 26,000,000 as against 28,000,000 in the same period last year.

The average level of evening (6 p.m. to 11 p.m.) listening among the whole adult population of the U. K. (about 37,600,000) is given as follows:

| | % of adult population |
|---|---|
| July-Sept. 1954 | 13.6 |
| July-Sept. 1953 | 15.9 |

Average level of evening listening among total adult radio audience in Britain was:

| | % of total adult radio aud |
|---|---|
| July-Sept. 1954 | 17.3 |
| July-Sept. 1953 | 18.8 |

BBC said it expected that radio listening will be off this quarter but gave no reasons for the expectation. The downward trend in radio listening in Britain is believed to be the result of television. BBC officials interpreted the figures by saying the radio listening per remaining radio set owner must not necessarily be down. In their opinion the overall loss in radio listening must be credited to few but eager radio listeners who "deserted" to tv.

Television figures for the same third quarter show that total adult television audience in Britain is up at 10,000,000 from 8,000,000 twelve months ago.

Average level of evening viewing among the whole adult population of the U. K. was as follows:

| | % of adult population |
|---|---|
| July-Sept. 1954 | 10.5 |
| July-Sept. 1953 | 8.5 |

Average level of evening viewing among


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otal adult television audience in Britain was:

| | % of adult tv audience |
|---|---|
| July-Sept. 1954 | 36.9 |
| July-Sept. 1953 | 36.9 |

Latter table shows that there was no change in the extent to which the tv audience (the word is used in the statistics in the meaning of "people living in homes with television sets") used their sets. The general trend in Britain is indicated in statistics on audiences during those hours when all of the radio and tv stations in Britian are on the air. In those hours 54% of the total audience was listening to radio. 46% were before their tv sets. One year ago the figures were 62% for radio and 38% for television.

## Tv Set Output in Canada Hits Peak for Nine Months

SALES of tv receivers in Canada almost doubled in the first nine months of 1954 compared to 1953, according to figures released by the Radio-Television Manufacturers Assn. of Canada. Sales in the January-September 1954 period totaled 345,327 sets valued at $120,379,826, compared to 199,376 sets in the same period in 1953. With stations opening up throughout Canada, sales are booming in markets other than southern Ontario and western Quebec, where tv stations have been for some years. In the three prairie provinces 27,105 sets have been sold this year, in the Vancouver area in British Columbia 35,803 sets, and in the three Atlantic provinces 10,460 sets. In Quebec province sales this year have totaled 123,519 sets, and in Ontario 148,440 sets.

Radio receiver sales in the first nine months of 1954 totaled 284,663 units compared to 412,330 for the corresponding 1953 period.

## Elliott-Haynes Ltd. Reports On Canadian Radio Listening

REPORT on summertime radio listening trends in major Canadian markets has been released by Elliott-Haynes Ltd., Toronto. Broken down, the report showed the following percentage of radio homes tuned in during the May-August, 1954 period. Daytime: May, 23.5; June, 21; July, 17.2, and August, 17.5, Evening: May, 30.9; June, 28.4; July, 22.2, and August, 20.8. Elliott-Haynes Ltd. issues these sets-in-use reports three times a year covering the Montreal, Toronto, Winnipeg and Vancouver areas. The report points out that "the index is useful in compiling data on the size of the total possible radio audience in a given district for a specific time period."

## CJIC-TV Makes Final Plans

CJIC-TV Sault Ste. Marie, Ont., which expects to be on the air before the end of the year with RCA equipment, has appointed Sam Pitt as manager and Gene Plouffe as commercial manager. The ch. 2 station is building a studio 45 by 28 feet in size, and will also have a screening room. Antenna is a 250-foot self-supporting RCA three bay turnstile, located in the center of the city. Station rates will start at $150 an hour for Class A time and $33 for a one minute announcement in Class A time. J. G. Hyland is president and managing director; All-Canada Television, Toronto, is Canadian representative; Weed Television, New York, is U. S. representative.





# Station Authorizations, Applications

## (As Compiled by B • T)

### October 28 through November 3

*Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.*

**Abbreviations:**

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

### FCC Commercial Station Authorizations
### As of Oct. 31, 1954*

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 2,623 | 532 | 122 |
| CPs on air | 4 | 26 | †309 |
| CPs not on air | 126 | 10 | 150 |
| Total on air | 2,627 | 558 | 431 |
| Total authorized | 2,753 | 568 | 578 |
| Applications in hearing | 137 | 2 | 167 |
| New station requests | 166 | 3 | 17 |
| New station bids in hearing | 76 | 0 | 151 |
| Facilities change requests | 130 | 14 | 17 |
| Total applications pending | 663 | 99 | 159 |
| Licenses deleted in Oct. | 1 | 5 | 0 |
| CPs deleted in Oct. | 0 | 1 | 6 |

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

### Am and Fm Summary through Nov. 3

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,628 | 2,624 | 134 | 160 | 76 |
| Fm | 559 | 533 | 37 | 5 | 0 |

### Television Station Grants and Applications
### Since April 14, 1952

*Grants since July 11, 1952:*

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial | 261 | 316 | 577[1] |
| Educational | 15 | 18 | 33 |

*Total Operating Stations in U. S.:*

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial on air | 290 | 117 | 407 |
| Noncommercial on air | 5 | 3 | 8 |

*Applications filed since April 14, 1952:*

| | New | Amend. | vhf | uhf | Total |
|---|---|---|---|---|---|
| Commercial | 935 | 337 | 725 | 528 | 1,254[2] |
| Educational | 55 | | 28 | 27 | 55[3] |
| Total | 990 | 337 | 753 | 555 | 1,307[4] |

[1] One hundred-seven CPs (21 vhf, 86 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 610 already granted.

# ACTIONS OF FCC

## New Tv Stations . . .

### ACTIONS BY FCC

**Pasco, Wash.—Cascade Bcstg. Co. (KIMA-TV Yakima)** granted uhf ch. 19 (500-506 mc); ERP 10.2 kw visual, 5.1 kw aural; antenna height above average terrain 910 ft., above ground 151 ft. Estimated construction cost $73,605, first year operating cost $25,000, revenue $45,000. Post office address P. O. Box 702, Yakima, Wash. Outlet would be satellite of KIMA-TV Yakima, Wash. Transmitter location S. W. of Richland Badger Mt., Wash. Geographic coordinates 46° 14′ 02″ N. Lat., 119° 19′ 05″ W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Frank H. McIntosh, Washington, D. C. Principals include **A. W. Talbot**, owner and principal stockholder Bellingham Shipyards and Bellingham Cold Storage, president (73.5%); **Thomas C. Bostic**, vice president (16.5%); **Frank E. Mitchell**, vice president (0.5%); **Ralph Sundquist**, owner Sundquist Fruit & Cold Storage, director (8%); **J. Barry Watkinson**, director-engineer (0.5%); **M. E. Burrill**, director-chief engineer (0.5%); **James D. Rolfe**, lawyer, secretary (0.5%); **Herchel R. Cary**, sales manager-director, no stock. Granted Nov. 3.

**Bluefield, W. Va.—Daily Telegraph Printing Co. (WHIS)**, vhf ch. 6 (82-88 mc); ERP 50 kw visual, 28.8 kw aural; antenna height above average terrain 1,220 ft., above ground 185 ft. Estimated construction cost $226,000, first year operating cost $120,000, revenue $120,000. Post office address 623 Commerce St., Bluefield. Studio location Talbott St., Bluefield. Transmitter location 2.3 miles S.E. of Bluefield. Geographic coordinates 37° 15′ 21″ N. Lat., 81° 10′ 55″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include **Estate of H. I. Shott** (29.2%); Vice Pres. **Jim H. Shott** (23.4%); **Hugh I. Shott** (23.6%), and **Mrs. B. L. Early** (0.2%). Granted Oct. 29.

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### APPLICATION

**Tupelo, Miss.—Tupelo Citizens Tv Co.,** vhf ch. 9 (186-192 mc); ERP 26.8 kw visual, 13.4 kw aural; antenna height above average terrain 371.8 ft., above ground 714.2 ft. Estimated construction cost $143,753, first year operating cost $91,992, revenue $97,920. Post office address 7 Oakdale Ct., Syracuse, N. Y. Studio and transmitter location 2 miles E. of Tupelo. Geographic coordinates 34° 15' 42" N. Lat., 88° 40' 18" W. Long. Transmitter Composit, antenna GE. Legal counsel Haley, Doty & Wollenberg, Washington. Consulting engineer Frank K. Spain, Syracuse, N. Y. Principals in general partnership include **Frank K. Spain** (35%), director of engineering at WHEN-TV Syracuse and former NBC tv development engineer; **Joseph G. Petit** (25%), NBC tv development engineer; **Walter D. Spain** (15%); **Perrin Purvis** (15%), insurance, and **Margaret H. Spain** (10%). Filed Oct. 28.

## Existing Tv Stations . . .

### ACTIONS BY FCC

**WQXI-TV Atlanta, Ga.—Robert W. Rounsaville** granted STA to operate commercially on ch. 36 until April 19. Granted Oct. 26; announced Nov. 2.

**KCMO-TV Kansas City, Mo.—Meredith Engineering Co.** granted mod. of CP for ch. 5 to change studio location to 125 E. 31 St., Kansas City; antenna height above average terrain 1,130 ft. Granted Oct. 26; announced Nov. 2

**KREM-TV Spokane, Wash. — Louis Wasmer** granted STA to operate commercially on ch. 2 until Jan. 25. Granted Oct. 25; announced Nov. 2.

### APPLICATIONS

**WDAN-TV Danville, Ill.—Northwestern Pub. Co.** seeks mod. of CP for ch. 24 to change ERP to 14.1 kw visual and 7.63 kw aural. Filed Oct. 26.

**KCOR-TV San Antonio, Tex.—KCOR Inc.** seeks mod. of CP for ch. 41 to change ERP to 17.9 kw visual, 10.7 kw aural; antenna height above average terrain 346.5 ft. Filed Nov. 2.

### STATIONS DELETED

**KIFT (TV) Idaho Falls, Idaho—Idaho Falls Tv Inc.** FCC deleted tv station on ch. 8 at request of attorney. Deleted Oct. 27.


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**KTVI (TV) Nampa, Idaho—Idaho Bcstg. & Tv Co.** FCC deleted tv station on ch. 6 at request of attorney. Deleted Oct. 28.

**KWIK-TV Pocatello, Idaho — Eastern Idaho Bcstg. & Tv Co.** FCC deleted tv station on ch. 10 at request of attorney. Deleted Oct. 27.

**WBKZ-TV Battle Creek, Mich.—Booth Radio & Tv Stations Inc.** FCC deleted tv station on ch. 64 at request of permittee. Deleted Oct. 27.

## New Am Stations . . .

### ACTIONS BY FCC

**Loveland, Colo.—Loveland Bcstrs.** granted 1570 kc, 250 w daytime. Post office address % John W. Ecklin, South River Drive Rt. 3, Austin, Minn. Estimated construction cost $14,281, first year operating cost $23,000, revenue $30,000. Principals include President **James Claude Grisham** (50%), farming, and General Manager **John Wellington Ecklin** (50%), chief engineer KMMT (TV)-KAUS Austin, Minn. Granted Oct. 27.

**Lakewood, Colo.—Maurice J. DaVolt, Julia W. DaVolt & Edythe G. Sweeney d/b as Lakewood Bcstg. Service** granted 1580 kc, 250 w daytime. Post office address 1315 Oak St., Lakewood. Estimated construction cost $13,311, first year operating cost $30,500, revenue $36,500. Principals in general partnership include **Maurice J. DaVolt** (⅓), mechanical, ordnance and industrial engineer; **Julia W. DaVolt** (⅓), and **Edythe G. Sweeney** (⅓), government employe. Granted Oct. 27.

**Washington, Ind. — Washington Radio Inc. (WMFL [FM])** granted 1580 kc, 250 w daytime. Post office address P. O. Box 89, Washington. Estimated construction cost $4,326, first year operating cost $35,000, revenue $50,000. Principals include President **Mrs. Paul R. Bausman** (54%), **Dr. C. Philip Fox** (11.5%), and 20 other stockholders each holding less than 3% of the total stock. Granted Nov. 3.

**Gulfport, Miss.—John Edward Breland** granted 1390 kc, 1 kw daytime. Post office address: 316 E. Beach St., Long Beach, Miss. Estimated construction cost $28,040, first year operating cost $36,500, revenue $65,000. Mr. Breland deals in real estate and will be sole owner. Granted Nov. 3.

**Riverhead, N. Y.—Suffolk County Bcstg. Corp. (WALK-AM-FM Patchogue, N. Y.)** granted 1390 kc, 500 w, daytime. Post office address, P. O. Box 220, Patchogue. Estimated construction cost $20,930, first year operating cost $21,000, revenue $28,500. Principals include President **Niles E. Seegerdahl**; Vice President-Treasurer **W. K. Macy Jr.** (40%); Secretary **Phillip A. Roll**; and **Julia D. Macy** (60%). Granted Oct. 27.

**Henderson, N. C.—Howard V. Harrell d/b as Vance County Bcstg. Co.** granted 1450 kc, 250 w, unlimited. Post office address Hillsboro St., Oxford, N. C. Estimated construction cost $14,767, first year operating cost $27,500, revenue $43,000. Mr. Harrell is chief engineer at WOXF Oxford, N. C. Granted Nov. 3.

**Greer, S. C.—Vernon Tennyson Fox and S. Gibson Bruce Jr. d/b as Greer Radiocasting Co.** granted 1300 kc, 1 kw daytime. Post office address P. O. Box 52, Greer. Estimated construction cost $16,235, first year operating cost $21,000, revenue $30,000. Principals include **Vernon Tennyson Fox** (51%), fishing lake owner, and **S. Gibson Bruce Jr.** (40%), used car dealer. Granted Oct. 27.

**McMinnville, Tenn.—Cumberland Valley Bcstg. Co.** granted 960 kc, 500 w daytime. Post office address % Joe M. Matvas, P. O. Box 162, McMinnville, Tenn. Estimated construction cost $19,050, first year operating cost $32,952, revenue $37,440. Principals include **W. W. Davis**, optometrist, president (8%); **Herman Soivev**, president lumber company, vice president (4%); **Frank Howard**, insurance agent, secretary (2.8%); **I. D. Byars**, radio engineer, treasurer (8.4%); **Frank Martin**, express company manager (5.2%); **Joe Rader**, garment company superintendent (8.4%); plus 37 other stockholders. Granted Nov. 3.

**Platteville, Wis.—Southwest Wis. Co.** granted 1590 kc 1 kw daytime. Post office address % Charles E. Brennan, 3666 S. 17th St., Milwaukee. Granted Nov. 3.

### APPLICATIONS

**Monticello, Ark.—James A. West Jr., Elgie M. Risinger, Delvin R. White & Bill Wells d/b as College Bcstg. Co.,** 1430 kc, 1 kw daytime. Post office address James A. West Jr., % West Bros., El Dorado, Ark. Estimated construction cost $15,510, first year operating cost $24,000, revenue $35,000. Principals in equal general partnership include **James A. West Jr.**, ¼ partner of KDMS El Dorado, Ark.; **Elgie M. Risinger**, employe at West Bros. dept. stores; **Delvin R. White**, and **Bill Wells**, commercial manager KWRF Warren, Ark. Filed Oct. 27.

**West Hartford, Conn.—The Trout Brook Bcstrs. Inc.,** 1230 kc, 250 w unlimited. Post office address % Frank Hatch, Butler Bldg., 1000 Farmington Ave., West Hartford. Estimated construction cost $17,691, first year operating cost $75,000, revenue $75,000. Principals include Pres. **C. George Taylor** (32½%), sec.-12½% owner WHIM Providence, R. I., and pres.-25½% owner WORC Worcester, Mass.; Vice Pres. **Kenneth M. Cooper** (25%), general manager WORC; Sec. **John E. Metts** (10%), business manager WORC, and Treas. **Robert T. Engles** (32½%) pres.-12½% owner WHIM and vice pres.-25½% owner WORC. Filed Oct. 26.

**Pendleton, Ore.—John Truhan,** 1290 kc, 1 kw daytime. Post office address Star Rt. 2, Lebanon, Ore. Estimated construction cost $12,800, first year operating cost $42,000, revenue $65,000. Mr. Truhan is ⅓ owner KGAE Salem, Ore. Filed Oct. 29.

**West Warwick, R. I.—W. Paul Oury,** 1450 kc, 250 w unlimited. Post office address 557 Potowomut Rd., East Greenwich, R. I. Estimated construction cost $18,103, first year operating cost $35,000, revenue $50,000. Mr. Oury deals in real estate and is former owner of WERI Westerly, R. I. Filed Nov. 1.

### APPLICATIONS AMENDED

**New Albany, Miss.—Vernon K. Wroten & Wynez Wroten d/b as New Albany Bcstg. Co.** amend bid for new am station on 900 kc 250 w daytime to specify 1580 kc. Filed Oct. 28.

**Reno, Nev.—Thompson Magowan, G. V. Jones & J. W. Harford d/b as Magowan, Jones & Harford** amend bid for new am station on 1400 kc 250 w unlimited to specify 1450 kc. Filed Oct.

**The Dalles, Ore.—Radio Mid-Columbia Inc.** amends bid for new am station on 1480 kc 25 w daytime to specify 1300 kc 1 kw. Filed Oct. 2

**Thermopolis, Wyo.—Thermopolis Bcstg. Co.** amends bid for new am station on 1050 kc 250 w daytime to specify 1240 kc unlimited. Filed Oct. 28.

### APPLICATIONS DISMISSED

**Oxnard, Calif.—Pacific Bcstrs.** FCC dismissed bid for new am station on 1520 kc 250 w unlimited as of Nov. 24. Dismissed Oct. 29.

**Morehead, Ky.—Morehead Bcstg. Co.** FCC dismissed bid for new am station on 1310 kc 1 kw daytime as of Nov. 24. Dismissed Oct. 29.

**Paducah, Ky.—E. Weaks McKinney-Smith.** FCC dismissed bid for new am station on 1560 kc 1 kw daytime as of Nov. 24. Dismissed Oct. 29.

**Saline, Mich.—Saline Bcstg. Co.** FCC dismissed bid for new am station on 1290 kc 500 w day as of Nov. 24. Dismissed Oct. 29.

## Existing Am Stations . . .

### ACTIONS BY FCC

**KOSI Aurora, Colo.—Mid-America Bcstg. Co.** granted mod. of CP to change transmitter location to 0.4 mile N. of U. S. Hwy. 36-40, 1.1 mi E. of Aurora City; studio location to 9100 Colfax Ave., Riveriera Motel, Aurora City. Ced Oct. 29; announced Nov. 2.

**WRFC Athens, Ga.—Radio Athens Inc.** FCC dismissed bid to change from 500 w night, directional, 1 kw day to 1 kw night, directional kw day on 960 kc as of Nov. 24. Dismissed 29.

**WRUM Rumford, Me.—Rumford Bcstg. Co.** granted CP to change from 1450 kc 250 w unlimited to 790 kc 1 kw daytime. Granted Nov. 3.

**WIPS Ticonderoga, N. Y.—Portage Bcstg. Co.** granted mod. of CP to change transmitter and studio location to 1.2 miles E. of city limits on State Rd. 347. Granted Oct. 29; announced Nov. 2.

**WBLT Bedford, Va.—Bedford Bcstg. Corp.** granted CP to change from 1490 kc 250 w unlimited to 1350 kc 1 kw daytime. Granted Nov. 3.

### APPLICATIONS

**WZOB Ft. Payne, Ala.—Glenn M. Gravitt** seeks CP to change from 1 kw to 5 kw on 1250 kc. Filed Oct. 28.

**KBHS Hot Springs, Ark.—Resort Bcstg. Co.** seeks CP to change from 1 kw daytime to 1 kw day, 500 w night, directional night. Filed Oct. 2

**KDEF Albuquerque, N. M. — Frank Quinn** amends bid to change from 930 kc daytime to 1030 kc unlimited using 500 w night, 1 kw day to specify 1150 kc 1 kw unlimited. Filed Nov.

### APPLICATIONS DISMISSED

**KIEM Eureka, Calif.—Redwood Bcstg. Co.** FCC dismissed bid to change from 1480 kc 5 kw unlimited, directional to 930 kc 5 kw day, 1 kw night, directional night as of Nov. 24. Dismissed Oct. 29.

**WKXY Sarasota, Fla.—Sarasota Bcstg. Co.** FCC dismissed bid to change from 1540 kc 1 kw day to 930 kc 500 w night, 1 kw day, directional. Dismissed Oct. 29.


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## New Fm Station . . .

### ACTION BY FCC

**Wabash, Ind.—Wabash-Peru Bcstg. Co.** granted CP for new class B fm station on ch. 248 (97.5 mc); ERP 21 kw; antenna height above average terrain 74 ft. Granted Nov. 3.

## Existing Fm Stations . . .

### ACTIONS BY FCC

**WDLP-FM Panama City, Fla.—Panama City Bcstg. Co.** granted mod. of CP to change ERP to 1.6 kw. Action Oct. 29; announced Nov. 2.

**WFMZ (FM) Allentown, Pa.—Penn-Allen Bcstg. Co.** granted CP to change ERP to 4.8 kw; antenna height above average terrain 835 ft.; change studio and transmitter location to 0.2 miles NE of Bauer Rock, about 3 miles SSE of Allentown. Granted Oct. 29; announced Nov. 2.

## Ownership Changes . . .

### ACTIONS BY FCC

**WAUD Auburn, Ala.—Auburn Bcstg. Co.** granted voluntary acquisition of negative control (50%) by Neil O. Davis through purchase of ⅓ interest from Elmer G. Salter for $70,000. Granted Oct. 27; announced Nov. 2.

**KFIA (TV) Anchorage; KFIF (TV) Fairbanks, Alaska—Kiggins & Rollins** granted assignment of CP's to Richard R. Rollins. No monetary consideration. Granted Nov. 3.

**KPIX (TV) San Francisco, Calif.—KPIX Inc.** granted assignment of license to parent corporation Westinghouse Bcstg. Co. Granted Oct. 26; announced Nov. 2.

**WESO Southbridge, Mass.—James W. Miller** granted assignment of CP to WESO Inc. for 50% of the corporate stock. Principals include Pres. **W. Miller** (50%); Treas. **Rosario S. Normandin** (0%), attorney; **Paul Kiritsky** (10%), and **John Richardson** (10%). Granted Nov. 3.

**WROW-AM-TV Albany, N. Y.—Hudson Valley Bcstg. Co.** granted voluntary transfer of control to Lowell J. Thomas (31.2%), radio commentator; Frank M. Smith (20.8%); Ellen B. Elliot (20.8%), and Alger B. Chapman (10.4%), former ABC director, through sale of 83⅓% interest for 298,800. Messrs. Thomas and Smith are officers of Cinerama Productions Corp. Granted Nov. 3.

**WTRF-AM-FM Bellaire, Ohio—Tri-City Bcstg.** granted voluntary assignment of license to Ohio-W. Va. Bcstg. Co. for $90,000 plus accounts receivable. Principals include Pres.-Treas. **John W. Kluge** (100%), officer and stockholder WGAY Silver Spring, Md., KXLW Clayton, Mo., WLOF Orlando, Fla., WKDA Nashville, Tenn., and WILY Pittsburgh, Pa. Granted Nov. 3.

**KNEL Brady, Tex.—G. M. Burns,** executor of the estate of G. L. Burns, deceased granted assignment of license to Ruth Burns, wife of deceased. Granted Nov. 3.

### APPLICATIONS

**KRDO-AM-TV Colorado Springs, Colo.—Pikes Peak Bcstg. Co.** seeks voluntary transfer of control from Joseph H. Rohrer to William J. Gregory, Harry C. Roth and Harry W. Roth through sale of 50.3% interest for $24,500 plus cancellation of $13,000 note due Mr. Gregory. Purchasing group will now own approximately 86% interest. Filed Oct. 27.

**WEIM Fitchburg, Mass.—WEIM Fitchburg Inc.** seeks voluntary transfer of control to Henry G. Molina Jr. through sale of all stock for $150 and assumption of obligations. Mr. Molina is pres.-general manager of WEIM. Filed Oct. 27.

**KCHR Charleston, Mo.—Kermit Barker & Charles W. Hobbs d/b as South Mo. Bcstg. Co.** seek voluntary assignment of license to corporation under the same name and to admit third equal partner James L. Ryrd III. Filed Oct. 27.

**KDEF Albuquerque, N. M.—Frank Quinn** seeks voluntary assignment of license to KDEF Bcstg. Co. No consideration involved as Mr. Quinn remains as sole stockholder. Filed Oct. 27.

**WPWA Chester, Pa.—Lou Poller** seeks voluntary assignment of license to Eastern Bcstg. Co. for $87,500. Eastern Bcstg. is subsidiary of Delaware River Ferry Co. Principals include Pres. **Louis Kapleski** (11%); **Leon Cherksey** (3%); Vice Pres. **Harold D. Steinbright** (7%), and Sec. **Lyle K. Slingluff.** Filed Oct. 25.

### OTHER ACTIONS

**Am 10 Percent Rule**—By Memorandum Opinion and Order, the Commission denied a petition filed Sept. 3 by KIFN Phoenix, Ariz., requesting a stay of the effectiveness or withdrawal of the Report and Order issued Aug. 11 finalizing revisions to the "10 percent rule." Action Oct. 29.

**WGMS Washington, D. C.—The Good Music Station Inc.** FCC Comr. Robert T. Bartley granted petition for dismissal without prejudice of its bid for new am station of 570 kc 1 kw, directional night, specified hours at Bethesda, Md., and retained in hearing its application to change power to 5 kw and change transmitter location. Action Oct. 27.

**Newburgh, Ind., Southern Ind. Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co.** FCC examiner Herbert Sharfman granted motion of Southern to amend its bid for new am station on 1590 kc 500 w daytime to specify 910 kc 1 kw day, directional; returned to processing line amended application and competing application of Mt. Vernon. Action Nov. 2.

**KHTV (TV) Hibbing, Minn.—North Star Tv Co.** FCC designated for hearing application for extension of time to complete construction of tv ch. 10; hearing to begin Dec. 10. Action Nov. 3.

**WBEN-TV Buffalo, N. Y.—WBEN Inc.** FCC denied request for waiver of rules and acceptance of application for mod. of CP for ch. 4 to increase visual ERP to 100 kw at 1,200 ft. Action Oct. 29.

**WBTL Emporium, Pa.—Bucktail Bcstg. Corp.** FCC designated for hearing application for reinstatement of an expired CP for new am station on 980 kc 500 w daytime; made WILK Wilkes-Barre, Pa., a party to proceeding. Action Nov. 3.

**WSHA (TV) Sharon, Pa.—Leonard J. Shafitz.** FCC issued an order to show cause why the CP for ch. 39 should not be revoked and ordered hearing on Dec. 7. Action Oct. 27.

**Yankton, S. D.—Yankton Bcstg. Co.** FCC Comr. Robert T. Bartley granted petition to amend its bid for new am station on 1450 kc 250 w unlimited to reflect agreement; application was removed from hearing docket and returned to processing line; dismissed as moot petition for reconsideration and grant without hearing. Action Oct. 28.

**Tv Allocation**—FCC invites comments by Nov. 22 to a rule-making proposal by KBOI (TV) ch. 2, Meridian, Idaho, that ch. 2 be shifted from Caldwell to Boise and ch. 9 minus from Boise to Caldwell, with Order to Show Cause for KBOI to operate on ch. 2 at Boise. Meridian is within 15 miles of Boise. Action Oct. 29.

**Tv Allocation**—By letter, the Commission dismissed for nonconformity with the rules a petition filed Oct. 13 by WCOC-TV, ch. 30, Meridian, Miss., requesting that ch. 7 be assigned to Meridian. Action Oct. 29.

**Tv Allocation**—By Report and Order, the Commission denied a petition by KALE Inc., a prospective tv applicant, and terminated rule-making proceedings instituted Feb. 10 on KALE's proposal to assign tv ch. 3 to Richland, Wash., by shifting it from Lewiston, Idaho, and substituting chs. 32 and 42 in Lewiston. Action Oct. 29.

**Tv Allocation**—By Memorandum Opinion and Order, the Commission denied a petition filed Aug. 30 by Monona Bcstg. Co. requesting that the educational reservation in Madison, Wis., be shifted from uhf ch. 21 to vhf ch. 3 in order to remove the intermixture of vhf and uhf commercial assignments in that area. Comr. Bartley dissented. Action Oct. 29.

**Tv Assignment**—By Report and Order, the Commission finalized rule making of Sept. 15 and assigned tv ch. 10 to Goodland, Kan., which was petitioned for by James E. Blair who plans to apply for a new tv station there effective Dec. 7. Action Oct. 29.

**Arlington, Tex.—Mid-Cities Bcstrs.** FCC Comr. Robert T. Bartley granted petition to dismiss its bid for new am station on 1220 kc 250 w daytime. Action Oct. 26; announced Oct. 28.

**Richmond, Va.—Louis Adelman.** FCC designated for hearing bid for new am station on 1320 kc 1 kw daytime. Action Nov. 3.

## Routine Roundup . . .

### October 28 Decisions

#### ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

**By Commissioner Robert T. Bartley**

**St. Louis, Mo., Signal Hill Telecasting Corp.**—Granted request for withdrawal of its protest to grant of CP to KWK Inc. (Docket 8810; BPCT-324) and said protest was dismissed (Action of 10/26).

**Chief Broadcast Bureau**—Granted petition for acceptance of his late filing of Proposed Findings in re applications of White Radio Co., Wichita Falls, Tex., et al. (Dockets 10719 et al.) (Action of 10/25).

**By Hearing Examiner H. Gifford Irion**

**WGMS Washington, D. C., The Good Music Station Inc.**—Granted petition filed Oct. 12 requesting leave to withdraw its petition filed Sept. 30, which requested leave to amend its application (BP-9078), and dismissed said petition; retained in hearing status its application (Docket 11105; BP-8764).

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**By Hearing Examiner James D. Cunningham**

Granted petition of Matheson Radio Co. to amend its application for ch. 5 in Boston, Mass. (Docket 8739; BPCT-248), by eliminating from Sec. II and Exhibit A thereof all reference to Fidelity Bcstg. Corp., and by changing its name to WHDH Inc. (Action of 10/26).

Issued a Final Order Governing Hearing in re applications of Matheson Radio Co. et al. applicants for ch. 5 in Boston, Mass. (Dockets 8739 et al.); said hearing to be resumed on Nov. 8 (Action of 10/21).

Gave notice of an informal hearing conference to be held Oct. 29 in re applications of Dorsey Eugene Newman, Hartsell, Ala., et al., for am facilities (Dockets 10638 et al.) (Action of 10/26).

**By Hearing Examiner William G. Butts**

**WEMR Emporium, Pa., Kenneth E. Rennekamp; Emporium, Pa., Curt Doelicke**—Granted petitions for indefinite postponement of hearings scheduled for Nov. 1 in the matter of Cease and Desist Orders directed against them (Dockets 11134, 35).

**Bay Shore, N. Y., Key Bcstg. System Inc.; WAVZ New Haven, Conn., The WAVZ Bcstg. Corp.**—Continued hearing scheduled for Oct. 25 and rescheduled same for Nov. 19 in re am facilities (Dockets 10379, 11014) (Action of 10/21).

**By Hearing Examiner Herbert Sharfman**

Granted petition by Tennessee Tv Inc., Knoxville, Tenn., for extension of time to Nov. 5 in which to file response to request for reopening of the record in re applications for ch. 10 (Dockets 10512 et al.).

**By Hearing Examiner Elizabeth C. Smith**

**Price, Utah, Carbon Emery Bcstg. Co.**—Granted petition for continuance of hearing from Nov. 16 to Jan. 18, 1955, in re am application (Docket 10739).

**By Hearing Examiner Annie Neal Huntting**

**WKRZ Oil City, Pa., WKRZ Inc.**—Granted petition for indefinite continuance of hearing now scheduled for Nov. 1, in re Cease and Desist Order (Docket 11139).

**By Hearing Examiner Hugh B. Hutchison**

**KLYN-TV Amarillo, Tex., Plains Empire Bcstg. Co.**—Gave notice of a pre-hearing conference to be held Oct. 28 in re application for extension of time to complete construction (Docket 11191).

## October 29 Applications

**ACCEPTED FOR FILING**

**License for CP**

**WPAQ Mount Airy, N. C., Ralph D. Epperson**—License to cover CP (BP-9107) as mod. which authorized increase in power to 10 kw, except during critical hours as defined in proposed agreement with Canada (Canadian Restricted) and install new transmitter (BL-5503).

**KUTI Yakima, Wash., Walter N. Nelskog, D. Gene Williams and Delbert Bertholf d/b as Independent Bcstrs.**—License to cover CP (BP-8988) as mod. which authorized new standard broadcast station (BL-5501).

**WITZ-FM Jasper, Ind., Jasper on the Air Inc.**—License to cover CP (BPH-1954) which authorized new fm station (BLH-1009).

**WOPI-FM Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.**—License to cover CP (BPH-1950) which authorized changes in licensed station (BLH-1010).

**WRNJ-FM Racine, Wis., Racine Bcstg. Corp.**—Operate by Remote Control from 411 Main St., Racine, Wis. (BRCH-115).

**Modification of CP**

**WCOC-TV Meridian, Miss., Miss. Bcstg. Co.**—Mod. of CP (BPCT-1181) as mod. which authorized new tv station to extend completion date to 12-12-54 (BMPCT-2389).

**WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp.**—Mod. of CP (BP-8413) which authorized mounting tv antenna on top of am tower for extension of completion date (BMP-6673).

**License for CP**

**WKAM Goshen, Ind., Kosciusko Bcstg. Corp.**—License to cover CP (BP-8868) as mod. which authorized change frequency; power, type transmitter and change transmitter and studio location (BL-5502).

**WHO Des Moines, Iowa, Central Bcstg. Co.**—License to cover CP (BP-9088) as mod. which authorized changes in the antenna system (BL-5498).

**KRXL Roseburg, Ore., Umpqua Bcstr. Inc.**—License to cover CP (BP-8995) which authorized installation of new antenna and ground system, and move tower 90 ft. (BL-5499).

**WDIX Orangeburg, S. C., WDIX Inc.**—License to cover CP (BP-8500) as mod. which authorized change frequency, increase in power, install new transmtiter; install DA-2 and change transmitter location (BL-5500).

**Renewal of License**

**WWIT Canton, N. C., Western N. C. Bcstrs. Inc.**—(BR-2977).

**WFMO Fairmont, N. C., Carolinas Bcstg. Co.**—(BR-2877).

**WEYE Sanford, N. C., Lee Bcstg. Corp.**—(BR-2739).

**Remote Control**

**WGPC Albany, Ga., Albany Bcstg. Co.**—(BRC-562).

**WRJN Racine, Wis., Racine Bcstg. Corp.**—(BRC-561).

**WMBO Auburn, N. Y., WMBO Inc.**—(BRC-560).

**CP**

**WEBQ-FM Harrisburg, Ill., Harrisburg Bcstg. Co.**—CP to replace permit (BPH-1901) which authorized changes in licensed station which expired 8-2-54 (BPH-1977).

**WLVN-FM Olney, Ill., Olney Bcstg. Co.**—CP to replace permit (BPH-1889) as mod. which authorized new fm station which expired 8-11-54 (BPH-1976).

**WJHL-FM Johnson City, Tenn., WJHL Inc.**—License to cover CP (BPH-1960) which replaced expired permit (BLH-1008).

**Renewal of License**

**WJHL-FM Cape Fear Bcstg. Co., Fayetteville, N. C.**—(BRH-169).

**Modification of CP**

**KISJ (TV) Pocatello, Idaho, Eastern Idaho Bcstg. and Television Co.**—Mod. of CP (BPCT-1556) as mod. which authorized new tv station to extend completion date to 7-25-55 (BMPCT-2573).

**KCKT (TV) Great Bend, Kan., Central Kansas Television Co.**—Mod. of CP (BPCT-1838) which authorized new tv station to extend completion date to 5-3-55 (BMPCT-2575).

**KALA (TV) San Antonio, Tex., W. W. Lechner d/b as Alamo Television Co.**—Mod. of CP (BPCT-802) as mod. which authorized new tv station to extend completion date to 4-25-55 (BMPCT-2574).

## November 1 Decisions

**ACTIONS ON MOTIONS**

**By Hearing Examiner Charles J. Frederick**

Continued hearing in re application of Westinghouse Bcstg. Co. et al. for ch. 11 in Pittsburgh, Pa., from Nov. 1 to Nov. 3 (Dockets 8694 et al.), because of the elections (Action of 10/29).

**Hastings, Neb., The Seaton Pub. Co.**—Adopted an order formalizing action taken orally on Oct. 5 continuing from Oct. 6 to Nov. 10 the hearing re application for ch. 5 (Docket 10965) (Action taken 10/26).

Ordered hearing in re applications of City of Jacksonville, et al. for ch. 12 in Jacksonville, Fla., be resumed on Nov. 8 (Docket 10833 et al.) (Action of 10/21).

**By Hearing Examiner William G. Butts**

**Bay Shore, N. Y., Key Bcstg. System Inc.; WAVZ New Haven, Conn., The WAVZ Bcstg. Corp.**—Adopted an Order to govern the course of hearing in re applications for am facilities (Dockets 10379, 11014); said hearing to commence Nov. 19.

**By Hearing Examiner Annie Neal Huntting**

**Columbus, Ohio; Abraham Klein, Hartford, Conn.**—Issued a statement concerning pre-hearing conference of Oct. 25 re (Dockets 11175-76), and ordered hearing scheduled for Nov. 4 continued to Dec. 2.

**By Hearing Examiner Hugh B. Hutchison**

**Chattanooga, Tenn., Greenwood Bcstg. Co.; Murphy, N. C., Cherokee Bcstg. Co.**—Issued a Statement and Order in re am applications (Dockets 11101-02), continuing hearings now scheduled for Nov. 9 to Jan. 4, 1955.

Issued a Statement and Order governing hearing in re applications of Jessie Mae Cain, Grand Prairie, Tex., and KLIF Dallas for am facilities (Dockets 11025-26), the taking of testimony to begin Nov. 2 (Action of 10/29).

**By Hearing Examiner Basil P. Cooper**

On petition of WORZ Inc. granted continuance of hearing in re ch. 9, Orlando, Fla., from Nov. 1 to Nov. 2 (Dockets 11081 et al.).

**By Hearing Examiner Herbert Sharfman**

**Newburg, Ind., Southern Ind. Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co.**—Granted petition of Southern Indiana to continue indefinitely the prehearing conference scheduled for Nov. 1, to permit consideration of its petition to amend to another frequency (Dockets 11076-77).

**By Hearing Examiner Isadore Honig**

**Chief Broadcast Bureau**—By Memorandum Opinion and Order, granted petition for extension of time to and including Nov. 1, in which to file proposed findings in re applications of Appalachian Bcstg. Corp. and Tri-Cities Tv Corp. for ch. 5 in Bristol, Tenn.-Va.; such extension being applicable only to counsel for the Broadcast Bureau.

## November 2 Decisions

**BROADCAST ACTIONS**

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

**Actions of October 29**

**Granted License**

**KVOA-TV Tucson, Ariz., Arizona Bcstg. Co.**—Granted license for tv broadcast station (BLCT-223).

**WBAY-TV Green Bay, Wis., Norbertine Fathers**—Granted license for tv broadcast station (BLCT-232), and license for auxiliary transmitters and antenna system at main transmitter site (BLCT-239).

*(Continued on page 121)*

**West Coast Independent**

***$90,000.00***

Wonderful market with excellent facilities. Present owner making $30,000.00 per year. Can be financed with only $20,000.00.

**Midsouth Independent**

***$30,000.00***

Single station market which owner must sell. Can be financed. Ideal owner-manager operation in good section of south. Well equipped.

**Appraisals • Negotiations • Financing**

**BLACKBURN - HAMILTON COMPANY**

*RADIO-TV-NEWSPAPER BROKERS*

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
235 Montgomery St.
Exbrook 2-5671-2

# PROFESSIONAL CARDS

**JANSKY & BAILEY INC.**
Executive Offices
1735 De Sales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
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*Member AFCCE*

**JAMES C. McNARY**
*Consulting Engineer*
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Telephone District 7-1205
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*—Established 1926—*
**PAUL GODLEY CO.**
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**Commercial Radio Equip. Co.**
*Everett L. Dillard, Gen. Mgr.*
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P. O. BOX 7037 JACKSON 5302
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*Member AFCCE*

**A. D. RING & ASSOCIATES**
*30 Years' Experience in Radio Engineering*
Pennsylvania Bldg. Republic 7-2347
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**GAUTNEY & JONES**
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Washington 4, D. C.
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**Craven, Lohnes & Culver**
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711 14th St., N. W. Sheraton Bldg.
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**WELDON & CARR**
Consulting
*Radio & Television*
Engineers
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1001 Conn. Ave. 4212 S. Buckner Blvd.
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CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
*Member AFCCE*

**KEAR & KENNEDY**
1302 18th St., N. W. Hudson 3-9000
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**A. EARL CULLUM, JR.**
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*Quarter Century Professional Experience*
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*Executive 3-1230—Executive 3-5851*
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE*

**WALTER F. KEAN**
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
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Riverside, Ill.
(A Chicago suburb)

**WILLIAM E. BENNS, JR.**
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
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Box 2468, Birmingham, Ala.
Phone 6-2924
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**ROBERT L. HAMMETT**
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821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

**JOHN B. HEFFELFINGER**
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

**Vandivere, Cohen & Wearn**
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

**CARL E. SMITH**
*CONSULTING RADIO ENGINEERS*
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Cleveland 3, Ohio
HEnderson 2-3177
*Member AFCCE*

**J. G. ROUNTREE, JR.**
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

**VIR N. JAMES**
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
*in Professional card advertising contact*
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

*Member AFCCE*

# SERVICE DIRECTORY

Custom-Built Equipment
**U. S. RECORDING CO.**
1121 Vermont Ave., Wash. 5, D. C.
LIncoln 3-2705

**COMMERCIAL RADIO MONITORING COMPANY**
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
*Engineer on duty all night every night*
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

Grinnan Fixture Co.
Minerva, Ohio
DESIGNERS • BUILDERS • INSTALLERS
record libraries, office partitions, reception desks, special consoles, fine custom cabinet work.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted

*Managerial*

*Salesmen*

**New England** fulltime network station wants experienced salesman. Salary, commission and mileage allowance. Write Box 228F, B•T.

**Central valley** 1,000 watt fulltime network. Permanent well paying position for right man. Box 230F, B•T.

**Salesman** or saleslady: Wanted for eastern Pennsylvania station. Network affiliated. Well established. Salary, commissions, or drawing account. Remuneration worked out between you and company. Incentives. Full details to Box 238F, B•T.

**Experienced** salesman wanted for nineteen year old CBS affiliate. If you are making less than $10,000 a year and can qualify, contact WAIM, Anderson, S. C.

**Independent** kw daytimer needs stable, experienced sales-service man. Commission, drawing account, salary—you name it. L. O. Fitzgibbons, Manager, WRRR Rockford, Illinois.

**Salesmen** wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

*Announcers*

**Wanted**—a good morning DJ with ratings to prove it. Major market top station. Also need good afternoon or evening DJ—no would be's or has been's. Box 80F, B•T.

**Network station** in Detroit wants a top announcer—mature and hard working. We offer good pay and excellent working conditions in return for the right man. To qualify you must be capable of doing top job with popular records, as well as general staff duties. Outstanding opportunity for the right man. Send tape, picture and resume. Box 154F, B•T.

## RADIO

### Help Wanted—(Cont'd)

**Announcer.** 1st phone, some copy writing. Arizona Network. $1.65 hour. Box 158F, B•T.

**Announcer**-salesman for South Carolina station willing to settle in small town. Strong on hillbilly. Salary plus commission. Box 200F, B•T.

**Radio announcer** interested in earning $80 to $100 per week as starter, answer this ad. Must be professional, good adlibber and versatile. Extra bright future in North Georgia city. Box 202F, B•T.

**Announcer**—operate board, $60.00, 40 hours, overtime, talent. Near New Orleans. Box 217F, B•T.

**Ohio network** radio station 250 watt located in city of 50,000 population has opening for play-by-play sports announcer. Box 218F, B•T.

**Top notch** announcers. Minimum 3 years experience. Eastern seaboard station. Resume, tapes. Box 226F, B•T.

**Program minded** announcers with 1st tickets. Indiana. Box 262F, B•T.

**Immediately! Announcer** for am outlet Pacific northwest. Competent with ability to handle board work. Draft exempt and in good health. Mail complete details plus photo and tape recording of voice. This is a pleasant, livable, medium sized college city. Box 264F, B•T.

**South Carolina** station needs combination morning man—little play-by-play. Strong hillbilly. Commission on sales. WBCU, Union.

**Opening on** WBRC, Jackson, Mississippi, 5000 watter for versatile experienced announcer with all-around ability. Give references, details of experience and past and expected earnings.


FOR SALE IMMEDIATELY

TV STUDIO EQUIPMENT

New, perfect-condition RCA equipment adaptable for uhf or vhf use:

- Field Switcher System
- RF Load and Wattmeter
- TGIOA Field Sync Generator

and other equipment. For details, contact:

GREAT PLAINS TV

4 West 58th Street New York 19, N. Y. Plaza 9-2929


## RADIO

### Help Wanted—(Cont'd)

**Announcer**—Florida gold coast radio station covering rich combination market. A real profit bonanza awaits a smart capable man with good air experience. Send audition tape and full background details to S. R. Sague, President, Delray Broadcasting Corp., Radio Station WDBF, Delray Beach, Florida.

**Immediate opening:** Announcer with experience. Permanent position for reliable person. State background, salary requirement, first letter. WFPM, Fort Valley, Ga. Contact Hugh Birdsong.

**Wanted: Announcer,** currently employed at independent station, desiring switch to NBC affiliate. Require production "know-how." 2 years experience, details, photo, tape. WSCR, Scranton, Pa.

**2 experienced** staff announcers, new daytime operation, opening around Dec. 1st, Pittsfield, Illinois. Start $70.00. Send tape, resume, Warren Hewitt, WTIM, Taylorville, Illinois.

*Technical*

**1st combo,** announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

**Chief engineer** for southern station with remote control; we want man strong on maintenance; give complete information on background, references, experience and salary requirements. Box 195F, B•T.

**Combo engineer**-announcer. 1st phone license mandatory. Eastern seaboard station. Box 225F, B•T.

**Wanted, first class** engineer experienced in console work, magnecord, patching, remotes and maintenance. Directional experience also desired. Station under construction for 1 kw directional. Starting salary $65. Send response with phone number to Al Dubenetsky, Chief, WICH, Norwich, Connecticut.

**1st class engineer.** $55 for 40 hours with time and one-half for all over 40. Contact Dan Williams, Radio Station WVOT, Wilson, N. C.

*Production-Programming, Others*

**Program director** for aggressive independent station. Must have experience and ability. Give complete details. Excellent opportunity in outstanding market. Box 61F, B•T.

**Copywriter,** experienced. English major. Eastern area station. Send resume, samples. Box 227F, B•T.

**Newsman**—gather, write, air local news. Top rated independent. Rush tape, photo, background to Johnny Special, KGBC, Galveston, Texas.

**Experienced program** director for CBS affiliate. Good starting salary, plus talent. Prefer applicants from southeast. Contact Don Lynch, Manager, WBSR, Pensacola, Florida.

**Continuity writer** needed immediately. Send sample copy, photo, experiences and salary desired to WPIC, Sharon, Pa.

### Situations Wanted

*Managerial*

**Let my seven** years experience manage your station. First phone. Box 169F, B•T.

**Sales manager.** Proven record. Have attained peak in present organization. Desire opportunity for advancement. Top business and personal references. Enthusiastic, aggressive, sincere. East preferred. Box 235F, B•T.

**General manager**—successful, hard-working, economy minded. 15 years experience, all phases, including 8 as manager and consultant. Box 236F, B•T.

**Top ranking** station sales manager, employed New York-New Jersey area, desires change. Box 243F, B•T.

*Salesman*

**Salesman,** 30, college, 3 years tangible sales experience, seeks opportunity. Box 197F, B•T.

## RADIO

### Situations Wanted—(Cont'd)

**Announcer-salesman:** Good staff man; college and recent broadcasting school grad; excellent sales background; 1st phone if needed; family man. Box 252F, B•T.

*Announcers*

**Sports announcer.** 5 years minor league baseball, college basketball, football. College education. Interested only in top sports station; present station de-emphasizing sports. Family man. Available immediately. Box 141F, B•T.

**Superior,** experienced announcer available; family. Good salary, working conditions required. Box 160F, B•T.

**Negro DJ,** experienced 18 months, not afraid of work. Emphasis announcer. Very ambitious. Box 178F, B•T.

**Staff announcer**—strong news, deejay, play-by-play, football, baseball, basketball. 3 years experience, 26, single, vet. Dependable, hard worker. Box 199F, B•T.

**DJ, am-tv** announcer now working for peanuts, desires variety in diet. Available January 1. Box 204F, B•T.

**"Sehr gut"** DJ and newsman, 3 years, B.A. degree, employed. Large market. Tape, resume. Box 205F, B•T.

**Announcer** with first-phone presently employed—ready now for move up! Will consider only well established station near N. Y. Seeking security for my family as well as decent position. Every phase of radio and tv broadcasting. Box 208F, B•T.

**Ambitious,** versatile experienced announcer desires progressive station, opportunities for advancement. Box 209F, B•T.

**Smooth,** relaxed personality deejay; day or night shows. Four years experience all phases. College graduate, 26, veteran. Northeast location preferred. Box 212F, B•T.

**Seven years** experience. Married, one child. Top play-by-play in state where employed. Interested in straight sport work. Present employer best reference. Contract only. Complete details on inquiry. Box 220F, B•T.

**Air salesman** with proven time sales ability. Experienced deejay "pop" or c&w fields. Tape available. Phone Huboldt 6-7039, Chicago. Box 232F, B•T.

**Ambitious young** announcer, 24½ years old, married with family, has 1½ years experience commercial network radio. Wants work in large radio station with advancement. Eager to settle. Degree Syracuse University radio-tv school. Copy and some programming experience. Preferable location, mid-Atlantic states. Box 240F, B•T.

**Staff announcer.** Capable—news, sports, music. Four years experience. College graduate. Box 242F, B•T.

**First phone,** am, fm, graduate radio school, 2 years Army Signal Corps, radio station experience, radio amateur 7 years. Available immediately broadcast work. Willing to travel. Box 246F, B•T.

**Announcer,** 21, single, draft exempt. Will travel. Recent radio school graduate, light experience, good interpretations. Tape, resume, photo. Box 247F, B•T.

**For tops in copy,** disc jockeying—this idea gal can do great. Hire me now, it's never too late. Box 248F, B•T.

**Tv-radio announcer**—5 years combined experience. 1st phone. Experienced in all phases of announcing and technical duties. Tape, photo, resume on request. Box 249F, B•T.

**Announcer**—some experience, college graduate, veteran, write copy, single, travel. Box 250F, B•T.

**Family man**—dependable, sincere. Desire within 100 mile radius of Chicago. Tape on request. Box 251F, B•T.

**1st combo:** Staff announcer, good copywriter. Prefer heavy announcing, light engineering. Recent Midwestern grad; college; ambitious, married, family. Box 253F, B•T.

**Basketball announcer.** Excellent voice, finest of references. Seven years experience. Box 258F, B•T.

## RADIO

### Situations Wanted—(Cont'd)

**Staff man,** experienced, DJ, gimmick, vet, single, desires work with future, run board. Location no object, free to travel. Tape, references, pix. Russ Barron, 5478 Arlington Street, Philadelphia 31, Pa.

**Good ad-lib** DJ. Age 21. Veteran. Experience. Robert Daniels, Hoopston, Illinois.

**Radio-tv** announcer with six years commercial experience desires good position. Worked 2 years at WGAR, 50,000 watt CBS affiliate in Cleveland, as substitute for service man. Present job as summer relief announcer at NBC's owned and operated Cleveland radio and tv stations, WTAM and WNBK, will end by the 15th of November. Member of AFTRA. Good references. Contact Guy Ewing, 12951 Lake Ave., Lakewood 7, Ohio.

**Sports director,** radio-tv, ten years experience programming, announcing, selling, professional sports, can organize midwest or west, permanent, available immediately. Excellent references. Jack Toepp, Cadillac, Mich., 5-7863.

**Radio-tv announcer**—10 years experience. News, play-by-play all sports. Disc shows. Strong on commercials. 5 years present spot. Married, draft exempt. Apt. 4W, 1320 N. Astor Street, Chicago. Delaware 7-4912.

**Announcer—network** affiliate and indie experience. Good DJ, news, sports. College grad., 28. Call Summit 6-10283, New Jersey.

**Announcers-writers,** thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

*Technical*

**First phone** man, limited practical experience, willing to learn, desire northeast states, excellent references. Box 201F, B•T.

**Engineer,** 1st phone, single, draft exempt. Two years experience, 5 kw am directional. Three years training, radio-tv, broadcasting. Desire position as tv studio engineer. Will consider other offers. Box 215F, B•T.

**First class** engineer-announcer, over six years in broadcasting. Desire Ohio or midwest. Immediate availability. Box 233F, B•T.

**First phone,** recent graduate RCA Institutes. Extensive experience Radio-tv servicing. Desires position with radio or tv station. Single, veteran. Box 244F, B•T.

**Engineer: Experienced** all phases, 28. Prefer radius 100 miles, N. Y. C. Box 260F, B•T.

**First phone**—experienced. Prefer small Texas town. Stewart Bean, Dublin, Texas. Phone 314-J.

**First phone,** no experience, graduate radio and tv school, 31, vet, taking CIRE courses. Peter Cap, 233 Cook Ave., Yonkers, N. Y.

## RADIO

### Situations Wanted—(Cont'd)

**First phone,** am-fm-tv experience, age 30, car, available immediately. Write, wire: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

**Chief engineer**—announcer available November 15th. 13 years experience construction, maintenance. Family, sober, reliable, permanent. Western DJ specialty. Pat Jeter, KDLK, Del Rio, Texas.

**Combo men** and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

*Production-Programming, Others*

**Newscaster**-editor, knows that legwork-on the spot reporting brings best results. Experienced newspaperman, press photographer, U. S. and Europe. Knows foreign languages, WW II veteran, B.S., graduate studies. Widely travelled, references. Box 210F, B•T.

**Newsman** with non-commercial experience desires start, network station preferred. B.S. radio journalism 1952, former Army news analyst. Box 234F, B•T.

**Program director**-salesman for CBS or NBC station (radio or tv) in keenly competitive market. 14 years experience programming, announcing, selling, including 3 years television. College graduate, 30. Am aggressive, meticulous, conscientious. Know how to select and supervise competent personnel on limited budget. Excellent references. Seeking larger market which will offer better opportunities for earning financial advancement. Box 254F, B•T.

**Proven promotional** experience national advertising and promotion executive who knows how to create the merchandising tie-ins and the exploitation salvos that build sales and audiences. Easy to work with. Knows how to get results for agency, advertiser, network or packager. Box 256F, B•T.

**Continuity,** mike work, traffic. Serious minded. Excellent references. Jean Gilligan, Belmond, Iowa.

## TELEVISION

### Help Wanted

**Managerial**

**Administrative** assistant for midwest tv station with major network. Prefer radio or tv background in budget control. Accounting experience desirable. State age, experience, salary expected. Box 58F, B•T.

*Technical*

**First class** engineer for 100 kw vhf station. Must have video experience. Permanent position with good organization. Box 135F, B•T.

**Need good** license man to run video controls at successful uhf near Chicago. Emphasis on control ability no tv experience necessary. Will train. Union station. Five days, forty hours, seventy dollars to start. Up to ninety dollars in eighteen months. Box 221F, B•T.

*(Continued on next page)*


## FOR SALE

# THREE HOP MICROWAVE RELAY SYSTEM

## (Complete package or any part)

WSAZ-TV inter-city relay system, operating successfully for over four years—discontinuing to take AT&T service. Length of hops—38 miles, 43 miles and 48 miles. Separate audio and video equipment. Video—50 watt, 2000mc. Raytheon. Audio—895mc. RCA. (1) 100 foot tower, (1) 200 foot tower. Screens, dishes, stand-by generators, etc. Immediate delivery. Also have experienced operating personnel available. For details contact:

**Leroy E. Kilpatrick**
**WSAZ-TV**
**Huntington, West Virginia**
**Phone 4-4126**

# TELEVISION

## Situations Wanted

### Managerial

**Experienced account executive—age 29—over six years in advertising, sales and sales promotion seeking managerial position local sales. Top earner over year with one of the nations leading uhf stations in major market. Background includes radio-tv, retail merchandising, station advertising and promotion and advertising manager for wholesale appliances. Family man, willing to relocate for right opportunity. Now available for personal interview. Box 146F, B•T.**

*Announcer*

**Talented radio announcer-producer seeks television opportunity. Seven years experience. Box 170F, B•T.**

**Experienced; news, weather, special events and general staff duties. Also art, display, some directional experience. Two years tv, eight years radio. Family man; references. Box 213F, B•T.**

**Currently employed tv . . . eleven years radio-tv. Play-by-play, children's shows, pitch or relaxed commercials. Working major market now. Versatility proven. Interested tv primarily. Prefer east, rest not included. Expect good salary plus adequate fee scale. Box 241F, B•T.**

*Production-Programming, Others*

**Experienced tv program director, operations director. 6 years tv, 6 years radio. 30, married. Midwest only. Wire for personal interview. Box 157F, B•T.**

**Seeking executive position in programming, production, or continuity, in medium or large market station. Six years experience, including PD in radio and television stations. Have put two television stations and one radio station on air. College education. Best references, including current, previous employers. Available for personal interview or immediate employment. Box 161F, B•T.**

**Production background, also music, film. Desire further experience, salary secondary. Box 198F, B•T.**

**Young married man wishes tv career in producing-directing field. Creative, responsible, personable, college graduate with art knowledge. Design and advertising background. Will start anywhere at almost any salary to gain experience. Prefer east but will go west. Box 219F, B•T.**

**Program manager—imagination, alertness, dependability, ambitious, forcefulness and stability backed by eight years radio-television experience. Six years producer-director major network affiliate. Put same station on air. Best references. Box 222F, B•T.**

**Experienced cameraman—all studio operations with network affiliate. Now employed, is seeking position with opportunity for production. Experienced video, lighting, audio, floor manager, some directing. Box 229F, B•T.**

**Experienced production manager-film director available. Married, vet, currently employed above capacity. Best references. Real know-how that can cut operating costs for you. Box 237F, B•T.**

**Television executive, 31, wishes to return to production and programming. Will start as assistant program director with know-how all phases of production and engineering. Need more experience in above capacity. Presently employed but immediately available. Box 257F, B•T.**

## For Sale

*Stations*

**Florida west coast 5000 watter for sale or will trade for midwest radio or tv property. Box 153F, B•T.**

**Eastern Virginia uhf station. Established major city uhf market. $95,000.00. Small down payment, very attractive terms. Wire or write Box 173F, B•T, for details.**

**Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.**

**Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.**

## For Sale—(Cont'd)

*Equipment Etc.*

**RCA studio consolette type 76-D, now in use, $525. Box 206F, B•T.**

**10 kw REL fm amplifier. New unused. Complete with spare tubes. Make offer. Box 216F, B•T.**

**Two PT 6 AH portable Magnecorders with 91X121 heads. Extra new head. Six 109AA Western Electric reproducer assemblies. Presto 92A recording amplifier. Auricon NR amplifier. Make offer. KCVN, Stockton, California.**

**140′ IDECO guyed tv tower, $2500. 240′—1⅝″ tv transmission line, fittings, hangers, etc. 5 kw dummy load $400. 3 kw RCA fm transmitter $1000. Write KHSL-TV, Chico, California.**

**Presto model Y 16″ disc recorder. Excellent condition, $350.00, FOB, KOSI, Aurora, Colorado.**

**Used Lehigh 300′ self-supporting tower, heavily galvanized, in excellent condition. Dismantled, ready for shipment. 20 tons. $5000.00. Beacon, obstruction lights and 70′ steel mast included at no extra cost if desired. WFMZ-TV, Allentown, Pa.**

**Ampex 300 dual track, two sets of electronics. Can use for binaural. Used less than 100 hours. $1400. J. R. Kauke, 1641 S. LaCienega, Los Angeles 35.**

**For Sale—1 kw fm transmitter, Westinghouse with tubes, spare parts and antenna. Communications Dept., American University, Washington 16, D. C.**

## Wanted to Buy

*Stations*

**Experienced radio men want to buy small station in Virginia, North Carolina. Box 203F, B•T.**

**Experienced, well financed owner-operator is in the market for a radio property in a major market. Send details. Box 211F, B•T.**

**Am interested in acquiring, with services, part or whole interest in radio station. 20 years experience in radio. Would consider one or more partners. Prefer northeast. Box 231F, B•T.**

**I want a radio station in the East, medium or large city. $50,000-$75,000 cash plus financing. Confidential. Box 245F, B•T.**

**Experienced broadcaster wants to purchase all or part of radio operation. Maine to Florida location. All replies confidential. Immediate action. Box 261F, B•T.**

**Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.**

*Equipment Etc.*

**RCA-770 or BK11A microphones—transcriptions turntables—Gray 106SP or 108B transcription arms—Gray 602 equalizer. Box 70F, B•T.**

**1000 watt transmitter—modulation monitor—insulated tower 240′-280′. Box 71F, B•T.**

**Ten kilowatt am transmitter in good operating condition. Box 165F, B•T.**

**RCA 10 kilowatt fm transmitter and up to 600 feet of 3⅛ line. Box 224F, B•T.**

**Andrew 2, 4 or 8 bay fm antenna, immediately. Box 239F, B•T.**

**Wanted 250 watt fm transmitter in top condition. Advise lowest price and full particulars. Box 263F, B•T.**

**Surplus RCA TP-6 A or Eastman model 250 projector and RCA MI-26521 field power supply. Advise price and condition. John M. Sherman, WCCO-TV, Minneapolis, Minnesota.**

**Wanted 5kw broadcast transmitter in good condition. Please send complete information to Loren Dorough, Chief, WVOP, Vidalia, Georgia.**

*Instruction*

**FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.**

**Check your qualifications for obtaining a 1st phone by taking Westech School of Broadcasting FCC type practice tests. Complete set: One dollar. 6435 Crenshaw, Los Angeles, California.**

# RADIO

## Help Wanted

**COMPLETE STAFF**

. . . for new daytime station approximately December 1st.

**Sales Manager**

**Salesmen**

**Program Director**

(with air qualifications)

**Girl Friday**

**Announcers** (specializing in popular and hillbilly disc jockey shows, with or without first class ticket.)

All Personnel must be capable of air work

Send complete details first letter, including experience, age, marital status, expected salary, recent photograph and audition tapes or discs of recent work.

**C. LESLIE GOLLIDAY**
**Radio Station WEPM**
**Martinsburg, W. Va.**

*Salesman*

**IDEAL OPPORTUNITY**

Salesman for top Southern network affiliated station. Salary plus commission. Ideal opportunity for right man. Send all details and photo first letter. All replies confidential.

**Box 196F, B•T**

# RADIO

## Situations Wanted

*Announcers*

**DISCOMEDIAN**

**34, radio-TV, employed but use to larger markets. 12 years radio. 1 year TV, own show. Excellent results. Savvy, know-how, personality, friendliness, intelligent humor. Professional ability. 2 years network. New York City summer replacement. Miami Beach plush hotel. Good references past and present employers. Established show format and style. Original entertainer. Tape and brochure on request. Make me a good offer.**

**Box 259F, B•T**

# TELEVISION

## Situations Wanted

*Production-Programming, Others*

**SUCCESSFUL TELEVISION PRODUCER**

**Employed with a Television Production agency in Eastern market of 2 million, desires to join Television station or advertising agency in Florida working in production-promotion-sales. Also, will consider any qualified offers to represent film companies in the State of Florida. Family man in early thirties, college degree in advertising, graduate work in Television. Available February 15th. Reply to Box 223F, B•T.**

# FOR SALE

*Stations*

Experienced management-sales personnel with capital to invest in excellent AM property, please contact us at once. Complete proposal covering plan to purchase 50kw station will be made available to qualified parties. J. Rogers & Company, 926 Main Street, Peoria, Illinois.

## FOR SALE

*Equipment*

**AVAILABLE IMMEDIATELY**

**UHF-TV**

**TRANSMITTER**

**CHANNEL 38**

If you're building a UHF station or satellite, this is for you! A perfect-condition, almost-new unit, ready for action!

Incl. RCA-TTU1B, 1KW, UHF transmitter, RCA-TTC1B control console, side band response analyzer visual demodulator, transmission lines, dehydrator, 90-degree elbows, adaptors, cover plates, gas stop, etc. For complete details, contact

**GREAT PLAINS TV**

4 West 58th Street, New York, 19, N. Y.
PLaza 9-2929

**TOWERS**
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

## Wanted to Buy

*Equipment Etc.*

**WANTED...**

TV Camera chain, preferably RCA. Also Audio Console and what have you.

Box 207F, B•T

## Employment Services

**BROADCASTERS**
**EXECUTIVE PLACEMENT SERVICE**
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
*TV & Radio Management Consultants*
708 Bond Bldg., Washington 5, D. C.

**RADIO & TV PERSONNEL**
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

*right at our fingertips for you!*

**CAREER BUILDERS** Agency
*Marjorie Witty, Director, Radio-TV Div.*
35 West 53rd St., New York 19 • PL 7-6385




*(Continued from page 116)*

**WRCA-TV New York, N. Y., National Bcstg. Co.**—Granted license covering changes in tv broadcast station (BLCT-215), and license to maintain the main transmitters specified in BRCT-1, granted 5/19/54, as auxiliary transmitters (BLCT-216).

**WWOR-TV Worcester, Mass., Salisbury Bcstg. Corp.**—Granted license for tv broadcast station (BLCT-226).

**WSEL (FM) Chicago, Ill., Chicago Skyway Bcstg. Co.**—Granted license for fm broadcast station (BLH-915).

**Remote Control**

The following stations were granted authority to operate transmitters by remote control:

WRJN Racine, Wis.; WGPC Albany, Ga.; WMBQ Auburn, N. Y.; KOSI Aurora, Colo.; WRJN-FM Racine, Wis.

**Granted CP**

**WVLN-FM Olney, Ill., Olney Bcstg. Co.**—Granted CP to replace permit (BPH-1889) as mod. which authorized new fm broadcast station which expired 8-11-54 (BPH-1976).

**KUGN-FM Eugene, Ore., KUGN Inc.**—Granted CP to replace expired permit (BPH-1642) as mod. which replaced expired permit (BPH-1971).

**WEPS (FM) Elgin, Ill., Board of Education, Union School District #46**—Granted CP to change antenna system of noncommercial educational fm station (BPED-262).

**Modification of CP**

**WPON Pontiac, Mich., Gerity Bcstg. Co.**—Granted mod. of CP to change type of transmitter (BMP-6676); conditions.

**KPMC Bakersfield, Calif., Pioneer Mercantile Co.**—Granted mod. of CP to change type transmitter and antenna towers obstruction markings; conditions (BMP-6650).

**WCOC-TV Meridian, Miss., Mississippi Bcstg. Co.**—Granted mod. of CP for extension of completion date to 2-12-55.

**KISJ (TV) Pocatello, Idaho, Eastern Idaho Bcstg. and Tv Co.**—Granted mod. of CP for extension of completion date to 4-25-55.

**Actions of October 28**

**Granted License**

**KIDO-TV Boise, Idaho, KIDO, Inc.**—Granted license for tv broadcast station and to designate transmitter and studio location (not a move) (BLCT-230).

**KFEQ-TV St. Joseph, Mo., KFEQ Inc.**—Granted license for tv broadcast station (BLCT-240).

**KTVT (TV) Salt Lake City, Utah, Intermountain Bcstg. and Tv Corp.**—Granted license covering changes in facilities of tv broadcast station (BLCT-146).

**WMCT Memphis, Tenn., Memphis Pub. Co.**—Granted license covering changes in facilities of tv broadcast station (BLCT-198).

**WCIA (TV) Champaign, Ill., Midwest Tv Inc.**—Granted license for tv broadcast station (BLCT-224).

**KSWO-TV Lawton, Okla., Oklahoma Quality Bcstg. Co.**—Granted license for tv broadcast station (BLCT-210).

**WCAU-TV Philadelphia, Pa., WCAU Inc.**—Granted license covering changes in facilities of tv broadcast station (BLCT-221), and license covering installation of auxiliary transmitters at main transmitter site (BLCT-245).

**WTAR-TV Norfolk, Va., WTAR Radio Corp.**—Granted license for auxiliary antenna and transmitters (BLCT-234).

**WGAL-TV Lancaster, Pa., WGAL Inc.**—Granted license covering changes in facilities of tv broadcast station (BLCT-214); and license for maintenance of presently licensed main transmitters and antenna system as auxiliary transmitters and antenna, to be located at the present transmitter site (BLCT-236).

**Granted CP**

**WRAK-FM Williamsport, Pa., WRAK Inc.**—Granted CP to replace permit (BPH-1786) as mod. which authorized changes in licensed station which expired 7-12-54 (BPH-1974).

**WFMF (FM) Chicago, Ill., Functional Music Inc.**—Granted CP to change antenna system of fm station (BPH-1975).

**Modification of CP**

**KALA (TV) San Antonio, Tex., Alamo Tv Co.**—Granted Mod. of CP for extension of completion date to 4-25-55.

**KCKT (TV) Great Bend, Kan., Central Kansas Tv Co.**—Granted Mod. of CP for extension of completion date to 5-3-55.

**Actions of October 27**

**WDOD Chattanooga, Tenn., WDOD Bcstg. Corp.**—Granted request for cancellation of license (BR-471) and BS-471 which authorized an auxiliary transmitter of am station.

**Granted License**

**KERG Eugene, Ore., Guard Pub. Co.**—Granted license covering increase in daytime power and change type transmitter; 1280 kc, 1 kw, 5 kw-LS, DA-N, U (BL-5466).

**WOR-TV New York, N. Y., General Teleradio Inc.**—Granted license covering changes in tv broadcast station (BLCT-218).

**WNAC-TV Boston, Mass., General Teleradio Inc.**—Granted license covering changes in facilities of tv broadcast station (BLCT-168).

**Modification of CP**

The following were granted Mod. of CP's for extension of completion dates as shown: WBRZ Baton Rouge, La., to 5-25-55; KVAN-TV Vancouver, Wash., to 5-15-55.

**Actions of October 26**

**Granted License**

**WNHC-AM-FM New Haven, Conn., The Elm City Bcstg. Corp.**—Granted license covering changes in fm station (BLH-1005).

**WRGS Rogersville, Tenn., Rogersville Bcstg. Co.**—Granted license for am broadcast station (BL-5465).

**WOKE Oak Ridge, Tenn., Air Mart Corp.**—Granted license covering increase in hours of operation, using 500 w power night, installation of DA for nighttime operation, make changes in antenna system and change transmitter location (Coordinates only); conditions (BL-5435).

**Modification of License**

**WEEK-AM-TV Peoria Ill., All-Oklahoma Bcstg. Co.**—Granted Mod. of licenses to change name of licensee to West Central Bcstg. Co. (BML-1602; BMLRE-377, BMLRY-108, BMPCT-2531).

**WHDH-FM Boston, Mass., Matheson Radio Co.**—Granted Mod. of license to change name to WHDH Inc. (BMLH-78, BMLRY-107, BML-1604).

**Modification of CP**

**WLDB Atlantic City, N. J., Atlantic City Bcstg. Co.**—Granted Mod. of CP to change transmitter and studio location, change type transmitter and make changes in the antenna system (BMP-6584).

The following were granted Mod. of CP's for extension of completion dates as shown:

WNXT Portsmouth, Ohio, to 2-1-55, conditions; KREM Spokane, Wash., to 4-1-55, conditions; KREM-FM Spokane, Wash., to 3-1-55.

**Actions of October 25**

**Modification of CP**

**WTRN Tyrone, Pa., Tyrone Bcstg. Co.**—Granted Mod. of CP for approval of antenna, transmitter location, and specify studio location; condition (BMP-6588).

**WCTA Andalusia, Ala., Andalusia Bcstg. Co.**—Granted Mod. of CP to change location of #2 and #3 towers (BMP-6660).

**KREM-TV Spokane, Wash., Louis Wasmer**—Granted Mod. of CP to change description of transmitter and studio location (not a move), install new transmitters, add power amplifiers, change type antenna and make other equipment change; ERP: Vis. 100 kw, Aur. 56.2 kw (BMPCT-2565).

The following were granted Mod. of CP's for extension of completion dates as shown:

KREM-TV Spokane, Wash., to 5-18-55; WRDW-TV Augusta, Ga., to 5-16-55; WBTM-TV Danville, Va., to 5-20-55; KPTV (TV) Portland, Ore., to 5-20-55; KCCC-TV Sacramento, Calif., to 5-3-55.

## November 2 Applications

**ACCEPTED FOR FILING**

**Modification of License**

**WTAC Flint, Mich., Trendle-Campbell Bcstg. Corp.**—Mod. of license to change name of licensee to WTAC The Big Station Inc. (BML-1606).

**Remote Control**

**KOGA Ogallala, Neb., Ogallala Bcstg. Co.**—(BRC-563).

## November 3 Decisions

**ACTIONS ON MOTIONS**

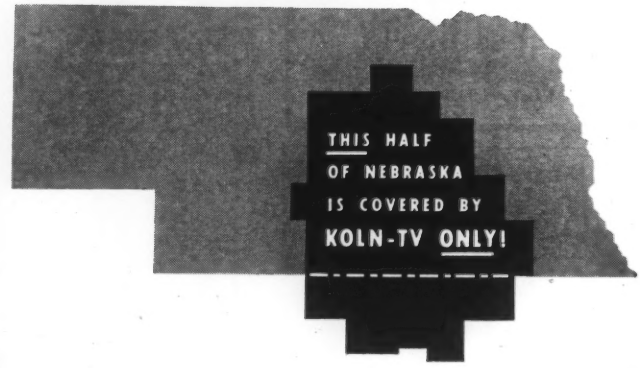
The following actions on motions were taken as indicated:

On petition of WMIE-TV Miami, Fla., the Commission on Oct. 29 extended to Nov. 8 the time for filing comments and reply to Show Cause Order in re Docket 11206, and extended to Nov. 15 the time for filing replies to these comments.

**By Commissioner Robert T. Bartley**

**Memphis, Tenn., WREC Bcstg. Service; WMPS Inc.**—Granted petition of WREC for extension of time to Nov. 8 in which a reply may be filed to the exceptions to initial decision in re ch. 3 (Dockets 10761-62). Action Oct. 29.

# Is This "COVERAGE"?




YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND—42 counties with 200,000 families—*100,000 unduplicated by any other station!* Lincoln's population is 110,000—in the same bracket with Lancaster, Pa., Schenectady, N. Y., or South Bend, Ind.

*The KOLN-TV tower is 75 miles from Omaha!* This LINCOLN-LAND location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

AM-TV-FM

*The Fetzer Stations*

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

**KOLN-TV** COVERS **LINCOLN-LAND**—NEBRASKA'S **OTHER** BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

*Avery-Knodel, Inc., Exclusive National Representatives*

**By Hearing Examiner Hugh B. Hutchison**

**Milan, Tenn., West Tennessee Bcstg. Co.**—Granted petition for continuance of hearing from Nov. 10 to Dec. 10 in re application for am station (Docket 11103) (Action of 10/29).

**By Hearing Examiner Annie Neal Huntting**

By Memorandum Opinion and Order granted petition of Drew J. T. O'Keefe, Levittown-Fairless Hills, Pa., for extension of time to and including Nov. 24 to specify a definite site for the location of the antenna system in application for am facilities (Dockets 10933 et al.) (Action of 11/2).

**By Hearing Examiner Basil P. Cooper**

**KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.**—Granted motion for continuance of hearing from Nov. 4 until 20 days after the Commission has acted on petition of Chief, Broadcast Bureau, to enlarge the issues (Docket 11100; BP-9139). Action Oct. 29.

**By Hearing Examiner James D. Cunningham**

**KGUL-TV Galveston, Tex., Gulf Tv Co.**—The Examiner on his own motion, continued from Nov. 15 to Nov. 18 the hearing in re (Docket 11207; BPCT-1875). Action Nov. 1.

**By Hearing Examiner Millard F. French**

**Raleigh, N. C., WPTF Radio Co.; Capitol Bcstg. Co.**—On agreement by all parties, continued from Nov. 4 to Nov. 8 the hearing in re ch. 5 (Dockets 10861-62). Action Nov. 1.

## BROADCAST ACTIONS

**Renewal of License**

The following stations were granted renewal of licenses for the regular period:

WREB Holyoke, Mass.; WRAP Norfolk, Va.; WFRM Coudersport, Pa.; WPXY Punxsutawney, Pa.; WAAA Winston-Salem, N. C.; WAGS Bishopville, S. C.; WAIR-AM-FM Winston-Salem, N. C.; WAKE Greenville, S. C.; WAKN Aiken, S. C.; WALD-AM-FM Walterboro, S. C.; WANS Anderson, S. C.; WAYS Charlotte, N. C.; WBAW Barnwell, S. C.; WBBB-AM-FM Burlington, N. C.; WBBO-AM-FM Forest City, N. C.; WBIG Greensboro, N. C.; WBRM Marion, N. C.; WBT Charlotte, N. C.; WBUY-AM-FM Lexington, N. C.; WCBT Roanoke Rapids, N. C.; WBSC Bennettsville, S. C.; WCFC Rocky Mount, N. C.; WCHL Chapel Hill, N. C.; WCKB Dunn, N. C.; WCOG Greensboro, N. C.; WCOS-AM-FM Columbia, S. C.; WCPS-AM-FM Tarboro, N. C.; WCRS-AM-FM Greenwood, S. C.; WCSC-AM-FM Charleston, S. C.; WDKD Kingstree, S. C.; WEAB Greer, S. C.; WEED Rocky Mount, N. S.; WELP Easley, S. C.; WELS Kinston, N. C.; WESC Greenville, S. C.; WFBC Greenville, S. C.; WFGN Gaffney, S. C.; WFLB Fayetteville, N. C.; WFRC Reidsville, N. C.; WFTC Kinston, N. C.; WGBG Greensboro, N. C.; WGBR Goldsboro, N. C.; WGCD Chester, S. C.; WGIV Charlotte, N. C.; WDNC-FM Durham, N. C.; WFNS Burlington, N. C.

**McFarland Letter**

**Portland, Ore., Robert E. Bollinger; KLIQ Mercury Bcstg. Co.**—Are being advised that their applications (Bollinger for a new station on 1290 kc, 1 kw, D), (BP-9320) and KLIQ to change studio and transmitter location and install new transmitter (operating on 1290 kc, 1 kw, D), (BP-9400), and for renewal of license (BR-2266), indicate necessity of a hearing.

## November 3 Applications

**ACCEPTED FOR FILING**

**Applications Returned**

**WHBO Sulphur Springs, Fla., Sulphur Springs Bcstrs. Inc.**—License renewal (BR-1985).

**WCAW Charleston, W. Va., Capitol Bcstg. Corp.**—CP to change transmitter location.

# TELESTATUS

November 8, 1954

## Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

### ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Alabama Educational Tv Comm. (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 39,200
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-Dec. '54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

### ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 99,814
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 105,570
►KPHO-TV (5) CBS, DuM; Katz; 99,814
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
►KVOA-TV (4) ABC, NBC; Raymer; 32,240
Yuma†—
►KIVA (11) NBC, DuM; Grant; 23,809

### ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) Initial Decision 10/15/54
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

### CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 82,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 17,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,929,254
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,929,254
►KHJ-TV (9) DuM; H-R; 1,929,254
►KNXT (2) CBS; CBS Spot Sls.; 1,929,254
►KRCA (4) NBC; NBC Spot Sls.; 1,929,254
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,929,254
►KTTV (11) Blair; 1,929,254
Modesto†—
KTRB-TV (14) 2/17/54-Unknown

### New Starters

The following tv stations are the newest to start regular programming:

KUON (TV) Lincoln, Neb. (ch. 12), educational, Nov. 1.

KREM-TV Spokane, Wash. (ch. 2), Oct. 31.


Go ahead! I have my

**TELECASTING Yearbook**

**. . . you'll be the winnah in any quiz on television with your TELECASTING Yearbook-Marketbook in front of you.**

**To cash in on the jackpot of information covering commercial television, reserve your copy of the 1954 - 55 TELECASTING Yearbook-Marketbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Yearbook - Marketbook; the TELECASTING Yearbook-Marketbook,* and 52 weekly issues.**

* Publication dates:
BROADCASTING Yearbook January.
TELECASTING Yearbook August.

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# KGLO
## TV CHANNEL 3
## MASON CITY, IOWA

*Now Serving...*

Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

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**WCU BUILDING • QUINCY, ILLINOIS**

**Affiliated with KGLO-AM-FM**

**KHQA-TV, WTAD-AM-FM — Quincy, Ill.**




Monterey†—
► **KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371**
Sacramento—
**KBIE-TV (46) 6/26/53-Unknown**
► **KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500**
**KCRA Inc. (3) Initial Decision 6/3/51**
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
► **KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371**
San Diego—
► **KFMB-TV (8) ABC, CBS; Petry; 245,167**
► **KFSD-TV (10) NBC; Katz; 245,167**
**KUSH (21) 12/23/53-Unknown**
San Francisco—
**KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)**
► KGO-TV (7) ABC; Petry; 1,016,110
► KPIX (5) CBS; Katz; 1,016,110
► KRON-TV (4) NBC; Free & Peters; 1,016,110
► KSAN-TV (32) McGillvra; 125,000
San Jose†—
**KQXI (11) 4/15/54-Unknown**
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 75,169
Santa Barbara—
► **KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692**
Stockton†—
► KOVR (13) DuM; Blair
► **KTVU (36) NBC; Hollingbery; 112,800**
Tulare (Fresno)—
► **KVVG (27) DuM; Forjoe; 150,000**
Visalia†—
KAKI (43) 10/6/54-Unknown

**COLORADO**

Colorado Springs—
► **KKTV (11) ABC, CBS, DuM; Hollingbery;** 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 237,198
► KFEL-TV (2) DuM; Blair; 237,198
► KLZ-TV (7) CBS; Katz; 237,198
► KOA-TV (4) NBC; Petry; 237,198
**KRMA-TV (*6) 7/1/53-1954**
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
► **KCSJ-TV (5) NBC; Avery-Knodel; 48,587**

**CONNECTICUT**

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

**DELAWARE**

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

**DISTRICT OF COLUMBIA**

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 643,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

**FLORIDA**

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 278,300
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 19,
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 78,
► WPFA (15) CBS, DuM; Young; 36,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; We 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/54
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/5
► WIRK-TV (21) ABC; Weed; 39,324
► WJNO-TV (5) ABC, CBS, NBC, DuM; Meeke 222,500

**GEORGIA**

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smit 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Early Dec. (grante STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 78,111
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery Knodel; 54,127
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/5

**IDAHO**

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

**ILLINOIS**

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 202,600
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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**KRON-TV COVERS THIS BIG MARKET...**

- With a population of 3,600,000
- Spending 4½ billion dollars annually on retail purchases
- The eighth largest in set ownership

**BECAUSE CHANNEL 4 PROVIDES...**

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs

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**FREE & PETERS, INC. • NATIONAL REPRESENTATIVES**

**KRON TV 4**
**SAN FRANCISCO**

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

**INDIANA**

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 73,207
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) ABC, NBC, DuM; Raymer; 101,500
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS; Katz; 662,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 76,800
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 200,368
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

**IOWA**

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Deci... 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, DuM; Katz; 117,167
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Re... 127,635

**KANSAS**

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/15/54
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 67,5...
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Si... 376,311
Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

**KENTUCKY**

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Sp... Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter ... Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

**LOUISIANA**

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) Weed
► KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 171,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 61,500
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

**MAINE**

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
► WCSH-TV (6) NBC; Weed; 130,988
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

**MARYLAND**

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 568,020
► WBAL-TV (11) NBC; Petry; 568,020
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 568,020
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,780

**"The FIRST WITH THE MOST!"**

That's why WINDY, the guiding spirit of TV in Central Kansas, declares **KTVH** — *"The Best in Its Class."*

According to WINDY and everyone in the know, "**KTVH** was the first television station in Kansas — the first network affiliate in the state — the first TV station in Kansas with network color telecasts — first with a full day of programming — first with remote telecasts."

And there are plenty more reasons why **KTVH** is the "first and last word" in television for Central Kansas.

WINDY says, *"Better investigate, today!"*

**KTVH**
WICHITA - HUTCHINSON

VHF
240,000
WATTS

CBS BASIC — DUMONT
*Represented Nationally by H-R Representatives, Inc.*

CHANNEL
12

KTVH, pioneer station in rich Central Kansas serves more than 14 important communities besides Wichita. Studios and sales offices are located in Wichita (Hotel Lassen) and Hutchinson. Howard O. Peterson, *General Manager.*

### MASSACHUSETTS

Adams (Pittsfield)—
WMGT (74) DuM; Walker; 135,541

Boston—
WBZ-TV (4) NBC; Free & Peters; 1,223,801
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
WNAC-TV (7) ABC, CBS, DuM; H-R; 1,223,801

Brockton†—
WHEF-TV (62) 7/30/53-Fall '54

Cambridge (Boston)—
WTAO-TV (56) DuM; Everett-McKinney; 178,000

Springfield—
WHYN-TV (55) CBS, DuM; Branham; 148,000
WWLP (61) ABC, NBC; Hollingbery; 148,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
WWOR-TV (14) ABC, DuM; Raymer; 62,212

### MICHIGAN

Ann Arbor—
WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
WWTV (13) ABC, CBS, DuM; Weed; 62,410

Detroit—
WCIO-TV (62) 11/19/53-Unknown
WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
WWJ-TV (4) NBC; Hollingbery; 1,286,822
WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown

East Lansing†—
WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
WOOD-TV (8) ABC, NBC, DuM; Katz; 455,596
WMCN (23) 9/2/54-Unknown

Kalamazoo—
WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400

Lansing—
WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Dec. '55

Traverse City†—
WPBN-TV (7) NBC; Holman

### MINNESOTA

Austin—
KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
WCCO-TV (4) CBS; Free & Peters; 511,000
WTCN-TV (11) ABC; Blair; 490,000

Rochester—
KROC-TV (10) NBC; Meeker; 85,000

St. Paul (Minneapolis)—
KSTP-TV (5) NBC; Petry; 511,000
WMIN-TV (11) ABC, DuM; Blair; 490,000

### MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
WJTV (25) CBS, DuM; Katz; 59,305
WLBT (3) NBC; Hollingbery; 98,472
WSLI-TV (12) ABC; Weed; 95,000

Meridian†—
WCOC-TV (30) See footnote (d)
WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

### MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
KHQA-TV (7) CBS, DuM; Weed; 128,716
WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
► KSWM-TV (12) CBS; Venard; 66,177

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 426,783
► KMBC-TV (9) CBS; Free & Peters; 426,783
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 426,783

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780

St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Forjoe; 59,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 58,670

### MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000

Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

### NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

### NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54

Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

### NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 271,275

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

### NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,150,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

### NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 50,000
► KGGM-TV (13) CBS; Weed; 50,000

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,218

### NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 120,000
► WTRI (35) CBS; Headley-Reed; 114,000
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

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**Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.**


EVEN NORWAY WATCHES

W·H·E·N TV

In Norway they've discovered that seeing is more fun than skiing. They don't turn aside for anything when Channel 8 is in view.

The slalom-happy Norwegians (Norway, N. Y., that is) are high-jumping for joy over WHEN-TV. (They wax mighty enthusiastic up in those parts!)

In Norway, as in more than 250 similar upstate communities, Channel 8 has more pull per pound (and pull per product) than a ski-tow up Mt. Marcy.

Want to see your sales figures take a turn (a Christie, naturally) for the better?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Nov. '54

Buffalo—
► **WBEN-TV (4) ABC, CBS, DuM; Harrington,** Righter & Parsons; 422,590. See footnote (a).
► **WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000**
► **WGR-TV (2) ABC, NBC, DuM; Headley-Read**
**WTVF (*23) 7/24/52-Unknown**

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed

Elmira—
► **WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500**

Ithaca†—
**WHCU-TV (20) CBS; 1/8/53-November '54**
**WIET (*14) 1/8/53-Unknown**

Kingston—
► **WKNY-TV (66) ABC, CBS, NBC, DuM;** Meeker; 17,000

New York—
► **WABC-TV (7) ABC; Weed; 4,180,000**
► **WABD (5) DuM; Avery-Knodel; 4,180,000**
► **WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000**
WGTV (*25) 8/14/52-Unknown
**WNYC-TV (31) 5/12/54-Unknown**
► **WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000**
► **WPIX (11) Free & Peters; 4,180,000**
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► **WATV (13) See Newark, N. J.**

Rochester—
**WCBF-TV (15) 6/10/53-Unknown**
► **WHAM-TV (5) NBC; Hollingbery; 255,000**
► **WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000**
**WRNY-TV (27) 4/2/53-Unknown**
**WROH (*21) 7/24/52-Unknown**
► **WVET-TV (10) ABC, CBS; Bolling; 255,000**

Schenectady (Albany, Troy)—
► **WRGB (6) ABC, CBS, NBC, DuM; NBC Spot** Sls.; 386,700

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 349,530
**WHTV (*43) 9/18/52-Unknown**
► WSYR-TV (3) NBC; Headley-Reed; 350,000

Utica—
► **WKTV (13) ABC, CBS, NBC, DuM; Cooke;** 149,000

### NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,000
► **WLOS-TV (13) ABC, DuM; Venard; 204,907**

Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► **WBTV (3) CBS, NBC, DuM; CBS Spot Sls.;** 423,073

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
**WFLB-TV (18) 4/13/54-Unknown**

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► **WFMY-TV (2) ABC, CBS, DuM; Harrington,** Righter & Parsons; 242,750

Greenville—
► **WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800**

Raleigh—
► **WNAO-TV (28) ABC, CBS, DuM; Avery-**Knodel; 97,500

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
**WTHT (3) 2/17/54-Unknown**

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 239,209
► WTOB-TV (26) ABC, DuM; H-R; 73,400

### NORTH DAKOTA

Bismarck†—
► **KFYR-TV (5) ABC, CBS, NBC, DuM; Blair;** 16,915

Fargo†—
► **WDAY-TV (6) ABC, CBS, NBC, DuM; Free &** Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► **KCJB-TV (13) ABC, CBS, NBC, DuM; Weed;** 25,000

Valley City†—
► **KXJB-TV (4) CBS; Weed; 50,000**

### OHIO

Akron—
► **WAKR-TV (49) ABC; Weed; 174,066**

Ashtabula†—
► WICA-TV (15) 25,000

Cincinnati—
► **WCET (*48) 2,000**
► **WCPO-TV (9) ABC, DuM; Branham; 687,514**
► **WKRC-TV (12) CBS; Katz; 662,236**
► **WLWT (5) NBC; WLW Sls.; 525,000**
**WQXN-TV (54) Forjoe; 5/14/53-early '55**

Cleveland—
**WERE-TV (65) 6/18/53-Unknown**
► WEWS (5) CBS; Branham; 1,057,110
**WHK-TV (19) 11/25/53-Unknown**
► **WNBK (3) NBC; NBC Spot Sls.; 1,045,000**
► **WXEL (8) ABC, CBS, DuM; Katz; 823,630**

Columbus—
► **WBNS-TV (10) CBS; Blair; 307,000**
► **WLWC (4) NBC; WLW Sls.; 307,000**
**WOSU-TV (*34) 4/22/53-Unknown**
► **WTVN-TV (6) DuM; Katz; 381,451**

Dayton—
► **WHIO-TV (7) CBS, DuM; Hollingbery; 637,330**
**WIFE (22) See footnote (d)**
► **WLWD (2) ABC, NBC; WLW Sls; 320,000**

Elyria†—
**WEOL-TV (31) 2/11/54-Fall '54**

Lima—
**WIMA-TV (35) Weed; 1/24/52-Unknown**
► **WLOK-TV (73) CBS, NBC; H-R; 63,557**

Mansfield†—
**WTVG (36) 6/3/54-Unknown**

Massillon†—
**WMAC-TV (23) Petry; 9/4/52-Unknown**

Steubenville (Wheeling, W. Va.)—
► **WSTV-TV (9) CBS; Avery-Knodel; 1,083,900**

Toledo—
► **WSPD-TV (13) ABC, CBS, NBC, DuM; Katz;** 297,060
Woodward Bcstg. Co. (79) 10/20/54-Unknown

Youngstown—
► **WFMJ-TV (21) NBC; Headley-Reed; 138,218**
► **WKBN-TV (27) ABC, CBS, DuM; Raymer;** 144,872

Zanesville—
► **WHIZ-TV (18) ABC, CBS, NBC, DuM; Pear-**son; 45,000

### OKLAHOMA

Ada—
► **KTEN (10) ABC; Venard; 180,000**

Ardmore†—
**KVSO-TV (12) 5/12/54-Unknown**

Enid†—
► **KGEO-TV (5) ABC; Pearson; 118,000**

Lawton†—
► **KSWO-TV (7) DuM; Pearson; 54,540**

Miami†—
**KMIV (58) 4/22/53-Unknown**

Muskogee†—
► **KTVX (8) ABC, CBS, NBC, DuM; Avery-**Knodel; 245,000

Oklahoma City—
**KETA (*13) 12/2/53-Unknown**
► **KMPT (19) DuM; Bolling; 98,267**
► **KTVQ (25) ABC; H-R; 151,224**
► **KWTV (9) CBS, DuM; Avery-Knodel; 256,102**
► WKY-TV (4) ABC, NBC; Katz; 289,503

Tulsa—
► **KCEB (23) NBC, DuM; Bolling; 123,614**
► **KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100**
**KSPG (17) 2/4/54-Unknown**
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
**KOED-TV (*11) 7/21/54-Unknown**

### OREGON

Eugene—
► **KVAL-TV (13) ABC, NBC, DuM; Hollingbery;** 26,000

Medford—
► **KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-**Blair; 23,650

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► **KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-**964
► **KPTV (27) ABC, NBC, DuM; NBC Spot Sls.;** 190,770
**North Pacific Tv Inc. (8) Initial Decision 6/16/54**

Salem†—
**KSLM-TV (3) 9/30/53-Unknown**

### PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Nov. '54
**WQCY (39) Weed; 8/12/53-Unknown**

Altoona—
► **WFBG-TV (10) ABC, CBS, NBC, DuM; H-R;** 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 84,591

Chambersburg†—
**WCHA-TV (46) See Footnote (d)**

Easton—
► **WGLV (57) ABC, DuM; Headley-Reed; 84,915**

Erie—
► **WICU (12) ABC, NBC, DuM; Petry; 208,500**
**WLEU-TV (66) 12/31/53—Unknown**
► WSEE (35) CBS, DuM; Avery-Knodel; 45,055

Harrisburg—
► **WCMB-TV (27) Cooke**
► **WHP-TV (55) CBS; Bolling; 166,423**
► **WTPA (71) ABC, NBC; Headley-Reed; 166,423**

Hazleton†—
**WAZL-TV (63) Meeker; 12/18/52-Unknown**

Johnstown—
► **WARD-TV (56) ABC, CBS, DuM; Weed**
► **WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402**

Lancaster—
► **WGAL-TV (8) CBS, NBC, DuM; Meeker;** 602,350
**WWLA (21) Venard; 5/7/53-Fall '54**

Lebanon†—
WLBR-TV (15) See footnote (d)

New Castle—
► **WKST-TV (45) ABC, DuM; Everett-McKinney;** 146,367

Philadelphia—
► **WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637**
► **WFIL-TV (6) ABC, DuM; Katz; 1,833,160**
**WIBG-TV (23) 10/21/53-Unknown**
► WPTZ (3) NBC; Free & Peters; 1,820,000

**Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.**

Pittsburgh—
► **WDTV (2) CBS, NBC, DuM; DuM Spot Sls;** 1,134,110
► **WENS (16) ABC, CBS, NBC; Petry; 356,354**
**WKJF-TV (53) See footnote (d)**
► **WQED (*13)**
**WTVQ (47) Headley-Reed; 12/23/52-Unknown**

Reading—
► **WEEU-TV (33) ABC, NBC; Headley Read;** 95,000
► **WHUM-TV (61) CBS; H-R; 219,870**

Scranton—
► **WARM-TV (16) ABC; Hollingbery; 168,500**
► **WGBI-TV (22) CBS; Blair; 175,000**
► **WTVU (73) Everett-McKinney; 150,424**

Sharon†—
**WSHA (39) 1/27/54-Unknown**

Wilkes-Barre—
► **WBRE-TV (28) NBC; Headley-Reed; 174,000**
► **WILK-TV (34) ABC, DuM; Avery-Knodel;** 189,000

Williamsport†—
**WRAK-TV (36) Everett-McKinney; 11/13/53-**Jan. '55

York—
► **WNOW-TV (49) DuM; Forjoe; 87,400**
► **WSBA-TV (43) ABC; Young; 88,000**

### RHODE ISLAND

Providence—
► **WJAR-TV (10) ABC, NBC, DuM; Weed; 1,140,**201
► **WNET (16) ABC, CBS, DuM; Raymer; 72,000**
**WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)**

### SOUTH CAROLINA

Anderson—
► **WAIM-TV (40) CBS; Headley-Reed; 70,356**

Camden†—
**WACA-TV (15) 6/3/53-Unknown**

Charleston—
► **WCSC-TV (5) ABC, CBS; Free & Peters;** 126,603
► **WUSN-TV (2) NBC, DuM; H-R**

Columbia—
► **WCOS-TV (25) ABC, DuM; Headley-Reed;** 65,070
► **WIS-TV (10) ABC, NBC, DuM; Free & Peters;** 127,526
► **WNOK-TV (67) CBS, DuM; Raymer; 60,173**

Florence†—
► **WBTW (8) ABC, CBS; CBS Spot Sls.**

Greenville—
► **WFBC-TV (4) NBC; Weed; 301,892**
► **WGVL (23) ABC, DuM; H-R; 75,300**

Spartanburg†—
**WSPA-TV (7) CBS; Hollingbery; 11/25/53-**Early '55

### SOUTH DAKOTA

Sioux Falls—
► **KELO-TV (11) ABC, CBS, NBC, DuM; Raymer;** 105,897

### TENNESSEE

Chattanooga—
► **WDEF-TV (12) ABC, CBS, NBC, DuM; Bra**ham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/30/54

Johnson City—
► **WJHL-TV (11) ABC, CBS, NBC, DuM; Pear-**son; 129,360

Knoxville—
► **WATE (6) ABC, NBC; Avery-Knodel; 91,080**
► **WTSK-TV (26) ABC, CBS, DuM; Pearson;** 80,050

Memphis—
► **WHBQ-TV (13) CBS; Blair; 297,746**
► **WMCT (5) ABC, NBC, DuM; Branham; 297,746**
**WREC Broadcasting Service (3) Initial Decision 8/27/54**

Nashville—
► **WSIX-TV (8) ABC, CBS; Hollingbery; 194,680**
► WSM-TV (4) NBC, DuM; Petry; 201,453

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 207,158

### TEXAS

Abilene†—
► **KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson;** 37,194

Amarillo—
► **KFDA-TV (10) ABC, CBS; Branham; 58,584**
► **KGNC-TV (4) NBC, DuM; Katz; 58,584**
**KLYN-TV (7) 12/11/53-Unknown**

Austin—
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer;** 88,965

Beaumont†—
► **KBMT (31) ABC, NBC, DuM; Forjoe; 33,580**
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54

Big Spring†—
**KBST-TV (4) 7/22/54-Unknown**

Corpus Christi†—
► **KVDO-TV (22) NBC; Young; 25,300**
**KTLG (43) 12/9/53-Unknown**
**Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54**

Dallas—
**KDTX (23) 1/15/53-Unknown**
**KLIF-TV (29) 2/12/53-Unknown**
► **KRLD-TV (4) CBS; Branham; 406,804**
► **WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804**

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► **KROD-TV (4) ABC, CBS, DuM; Branham;** 59,106
► **KTSM-TV (9) NBC; Hollingbery; 55,270**

Ft. Worth—
► **WBAP-TV (5) ABC, NBC; Free & Peters;** 404,000
**KFJZ-TV (11) 9/17/54-Unknown**

Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
KGBT-TV (4) ABC, CBS, DuM; H-R; 44,380
Houston—
KNUZ-TV (39) See footnote (d)
KPRC-TV (2) NBC; Petry; 370,000
KTRK-TV (13) ABC; Blair; 2/23/54-Dec. '54
KTVP (23) 1/8/53-Unknown
KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
KTVE (32) Forjoe; 24,171
Lubbock—
KCBD-TV (11) ABC, NBC; Raymer; 63,843
KDUB-TV (13) CBS, DuM; Avery-Knodel; 63,843
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
WOAI-TV (4) NBC; Petry; 215,328
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
KCEN-TV (6) NBC; Hollingbery; 89,349
Texarkana (also Texarkana, Ark.)—
KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (d)
KLTV (7) ABC, NBC; Pearson
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
KANG-TV (34) ABC, DuM; Pearson; 44,911
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
KRGV-TV (5) NBC; Raymer; 43,126
Wichita Falls—
KFDX-TV (3) ABC, NBC; Raymer; 76,100
KWFT-TV (6) CBS, DuM; Blair; 85,300

**UTAH**

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
KTVT (4) NBC; Blair; 166,800
KUTV (2) ABC; Hollingbery

**VERMONT**

Montpelier†—
WMVT (3) ABC, CBS, NBC, DuM; Weed; 85,000

**VIRGINIA**

Danville†—
WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 89,837
Lynchburg—
WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
WACH-TV (33) Walker
Norfolk—
WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (d)
WVEC-TV (15) See Hampton
Petersburg†—
Petersburg Tv Corp. (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
WTVR (6) NBC; Blair; 470,108
Roanoke—
WSLS-TV (10) ABC, NBC; Avery-Knodel; 276,345

**WASHINGTON**

Bellingham†—
KVOS-TV (12) DuM; Forjoe; 116,299
Seattle (Tacoma)—
KING-TV (5) ABC; Blair; 378,300
KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
KHQ-TV (6) ABC, NBC; Katz; 82,743
KXLY-TV (4) CBS, DuM; Avery-Knodel; 91,515
KREM-TV (2) Petry
Tacoma (Seattle)—
KTVW (13) Branham; 378,300
KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

**WEST VIRGINIA**

Bluefield†—
Daily Telegraph Printing Co. (6) Katz; 10/29/54-Unknown
Charleston—
WCHS-TV (8) CBS, DuM; Branham
WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 441,140
WHTN-TV (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Nov. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

**WISCONSIN**

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 37,500
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 65,000
► WMTV (33) ABC, NBC, DuM; Bolling; 60,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 351,150
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115
► WTVW (12) ABC, DuM; Petry
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) CBS; Meeker

**WYOMING**

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

**ALASKA**

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

**HAWAII**

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

**PUERTO RICO**

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

**CANADA**

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
► CFRN-TV (3)
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533
London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont.—
► CKLW-TV (9) CBC, DuM; Young
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

**MEXICO**

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

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**Total stations on air in U. S. and possessions:** 415; total cities with stations on air: 276. Both **totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets** that are operating. Total sets in use 33,614,580.

*** Indicates educational stations.**

**† Cities NOT interconnected to receive network service.**

**(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.**

**(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.**

**(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.**

**(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.**

**(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].**

# UPCOMING

**NOVEMBER**

Nov. 7-13: National Radio & Tv Week.

Nov. 7-13: **Lutheran Radio & Tv Week.**

Nov. 8: **Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.**

Nov. 8-9: New Jersey Broadcasters Assn., Essex House, Newark.

Nov. 8-10: **Assn. of National Advertisers, Hotel Plaza, New York.**

Nov. 9: Maine Assn. of Radio-Tv Broadcasters, Eastland Hotel, Portland.

Nov. 9-10: NARTB Dist. 13 meeting, Rice Hotel, Houston.

Nov. 10-13: **Sigma Delta Chi, Columbus, Ohio.**

Nov. 12: Joint meeting, Md.-D. C. Radio-Tv Broadcasters Assn. and Chesapeake AP Radio-Tv Assn., Emerson Hotel, Baltimore.

Nov. 12-13: Louisiana Assn. of Broadcasters, Jung Hotel, New Orleans.

Nov. 14: **Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.**

Nov. 16: BAB board and stockholders meetings, New York.

Nov. 17: NARTB Sports Committee, Ambassador Hotel, New York.

Nov. 17: **Advertising Council Day, Waldorf-Astoria, New York.**

Nov. 18: **Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.**

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 19: NARTB Freedom of Information Committee, Ambassador Hotel, New York.

Nov. 18-20: Radio Television News Directors Assn., Hotel Sherman, Chicago.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

**JANUARY 1955**

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

**FEBRUARY**

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 13-19: National Advertising Week.

## What The Election Means

THE DEMOCRATS' indisputable control of the House and probable control of the Senate in the 84th Congress are bound to change the climate of radio-television legislation and regulation.

The extent and precise nature of the changes that will take place cannot be accurately foretold so far in advance of the convening of the new Congress. It is possible, however, to make intelligent guesses about what may happen in some legislative and regulatory areas.

**The Bricker Probe:** No Congressional investigation of recent years could more profoundly affect the basic structure of broadcasting than this one—providing it were allowed to continue on its present course and to a point of producing drastic legislation for the regulation of networks. The new political arrangements on the Hill will probably alter its course.

It is known that the Democratic minority of the Senate Interstate and Foreign Commerce Committee was not sympathetic with the desire of Chairman John W. Bricker to conduct a major investigation of television. If, as is indicated, the minority becomes the majority next January, it will have to decide what to do with an investigation which, by that time, will have been underway for several months.

It is unlikely that the investigation would be abandoned. The investigation has been identified, however speciously, as a trust-busting effort to protect the underdog. To kill it would expose the Democrats to the unwanted political accusation of favoring big business.

The Democrats probably are obliged to let the investigation go on, but the chances are good that it will be toned down.

**FCC Membership:** It is conceivable that a real struggle could develop here between a Democratic Senate and the Republican administration. The Democratic majority might argue that since the FCC is a creature of Congress, the FCC membership should contain a Democratic majority or at least a heavier proportion of Democrats than it has now.

There are now two Democratic Commissioners, Robert T. Bartley and Frieda B. Hennock; one independent, Robert M. Webster, and four Republicans, Rosel H. Hyde, John C. Doerfer, Robert E. Lee and Chairman George C. McConnaughey.

Of these, Mr. McConnaughey is particularly vulnerable to political caprice. His appointment has not been confirmed by the Senate. Presumably it will be sent to the Senate at the session beginning today. If he is not confirmed at this session, he will have to be reappointed and the reappointment submitted to the 84th Congress.

If political manipulations prevented Mr. McConnaughey's confirmation at this session or by the 84th Congress, he would be an innocent victim. So far he has demonstrated commendable traits as chairman. He believes in minimum government control and seems to be acting in accord with that policy.

The fate of the McConnaughey nomination will be a clear indication of things to come in the next two years. For broadcasters, they could be important years indeed.

## Between Campaigns

IN THE aftermath of the elections broadcasters will wish to forget politics and get back to business. The temptation will be strong to put politics aside until that subject is forced upon radio and television again in 1956.

However strong, the temptation should be resisted. If broadcasters do nothing between now and then to relieve themselves of some of the more bothersome problems of political broadcasting, they may be assured that the headaches of 1954 will be repeated in 1956. There will be unavoidable suits for libel and practically irresistible demands for free time.

Everyone (except the politicians) agrees that there should be intelligent revision of the federal law and regulations governing political broadcasting. In particular those sections prohibiting broadcasters from censoring candidates' speeches, without protecting broadcasters from libel actions that may ensue, are in urgent need of revision or deletion.

The five Nashville stations which are co-defendants in $3 million worth of libel suits arising from a political talkathon [B•T, July 19, *et seq*] would, we are sure, attest to the desirability of overhauling the anti-censorship provisions of the law.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"He's not putting the old sell in those Army recruiting commercials since he got his induction notice last week!"*

To our knowledge, these are the only stations which got into court during the 1954 campaign season, but the miracle is there were not more. It will be equally miraculous if others do not find themselves defending libel actions in 1956—unless corrective legislation is not obtained before then.

While other provisions of the political broadcasting law and regulations may not be as objectionable, the entire structure should be re-examined. There is enough confusion about it to precipitate the kind of ridiculous clamor that went on in the week before the Nov. 2 election, with Democrats and Republicans demanding free time—and getting it—and with Vice President Nixon issuing a 1500-word telegram to 70 key newspapers denouncing NBC for refusing what it in fact had granted, a half-hour of prime radio and tv time.

In the heat of a campaign, reason prevails with the greatest difficulty. In their present state, the political broadcasting rules only add to the odds against rational comment and behavior.

One of the most important projects that broadcasters could undertake would be to obtain revision of these archaic rules.

## L. B. Wilson Saga

RADIO mourns the loss of one of its most colorful and respected personalities with the passing of L. B. Wilson. He made WCKY Cincinnati a nationally known station through his ingenuity and showmanship.

L. B., at 63, was the victim of a heart seizure—an ailment which lamentably has become an occupational killer in broadcasting and the related advertising fields.

There were legions in and out of radio who paid him homage. L. B. found friends in all walks. All his philanthropies will never be known. Material things were never uppermost with him. He achieved success in any pursuit in which he ventured—stage, motion pictures, banking and industry.

In 1929, L. B. invested in radio as a side-line. WCKY was in Covington, Ky., his birthplace. It didn't do too well. He took over active management two years later and WCKY became "One Minute from Cincinnati." Later he discovered what high power and high frequency could do with a night-time sky-wave. He went independent and his slogan became "On the Air Everywhere . . . 24 Hours a Day . . . Seven Days a Week." Every announcer became a "sales expert"; every advertiser, mail order or otherwise, had to get results.

Aside from showmanship and salesmanship, L. B. was a dedicated man. To his widow and his family of co-workers (they were never employes) go the sympathies of an art which fared better because he was part of it

# *Sunday is Family Day on* WJAR-TV

# "SUNDAY SUPPLEMENT"

**A NEW CONCEPT IN PROGRAMMING**
For the first time anywhere, a 2 hour program integrating morning devotion and family entertainment.

**SUNDAY MAGAZINE SUPPLEMENTS**
Articles of interest selected from leading Sunday supplements such as the Chicago Tribune, Washington Star, Philadelphia Inquirer, Buffalo Courier, Cleveland Plain Dealer and many, many more.

**PIPSQUEAK PARADE**
Talented youngsters perform. Cartoons and Westerns, too!

**NEWS AND WEATHER**
The latest news plus weather reports for Sunday drivers and sports enthusiasts.

**RELIGION**
Sunday morning devotions, inspirational messages. Bible Stories for the entire family.

**GUESTS**
People who make the Sunday Supplement news.

**TIME PERIOD**
10 a.m. to 12:00 noon every Sunday.

**COST**
One minute slide, live or film participation $65.00.

★ **Starring Betty Adams**
known to thousands of WJAR-TV viewers for over 2 years!

National Sales Representatives—WEED Television • NBC Basic • ABC—Dumont-Supplementary